ROCKY IV • HIGHWAY TO HEAVEN

No. 262 April 1986

MAD

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MAGAZINE'S OFFICIAL

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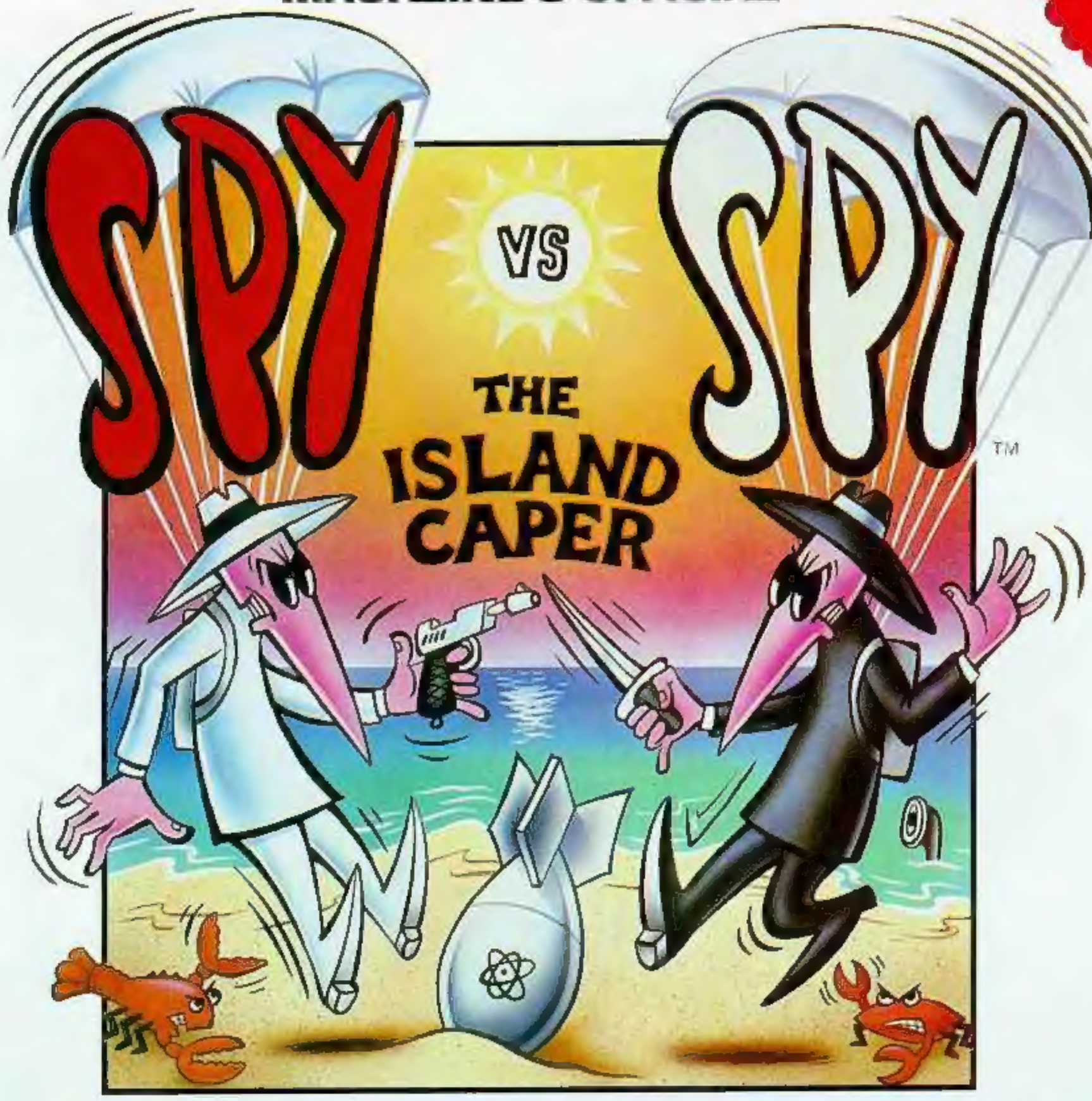
SPY VS SPY

THE ISLAND CAPER

TM



Here's the sequel to the best-selling **MAD Magazine's Official SPY VS. SPY** computer game! The all-new **Island Caper** features both famous agents of "messpionage" parachuting onto a tropical island loaded with pitfalls - including a still active volcano.

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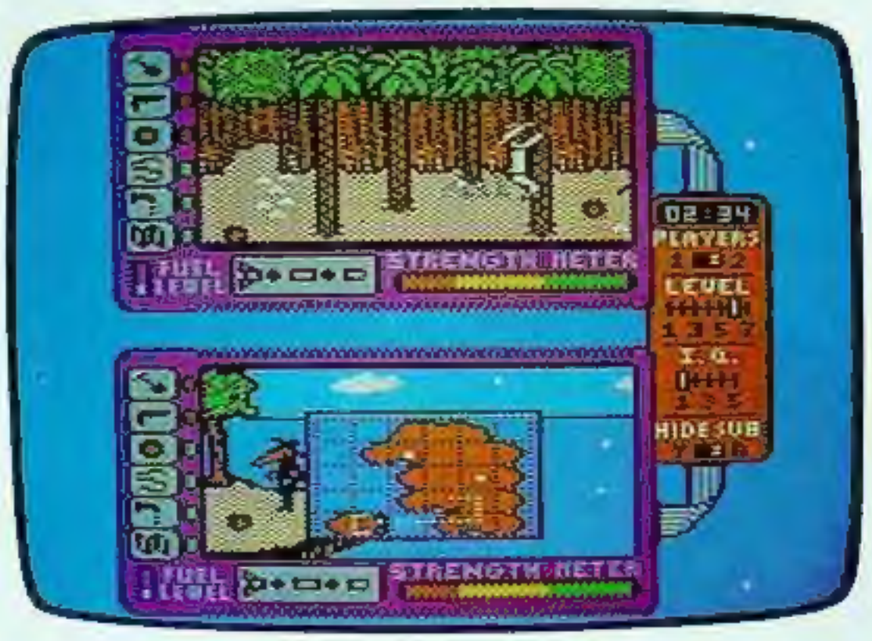

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NUMBER 262 APRIL 1986

MAD

"Have you noticed that political promises are usually in one year and out the other?" —Alfred E. Neuman

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the usual gang of idiots

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COVER ARTIST: RICHARD WILLIAMS COVER IDEA: JOHN RIOS

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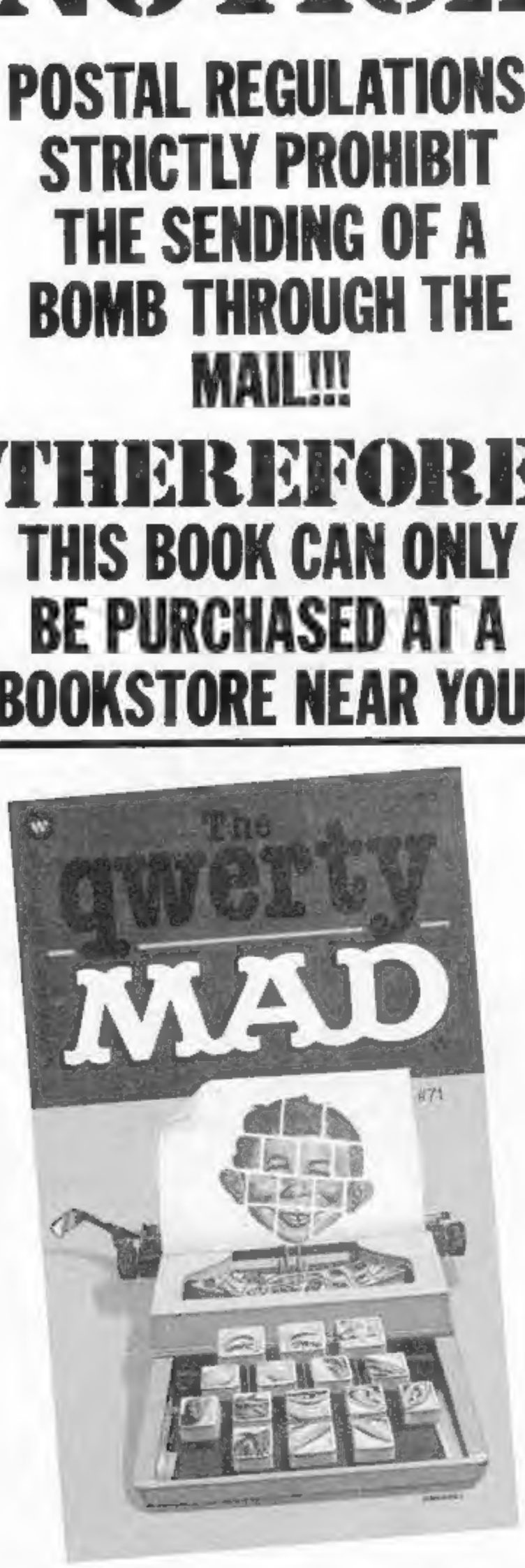
NOTICE

POSTAL REGULATIONS STRICTLY PROHIBIT THE SENDING OF A BOMB THROUGH THE MAIL!!!

THEREFORE

THIS BOOK CAN ONLY BE PURCHASED AT A BOOKSTORE NEAR YOU!



THE TITLE SAYS IT ALL!

CURE YOUR V.D.!

You can cure your V.D.—your "Visual Dilemma"—by framing and hanging one or more of these full-color portraits of Alfred E. Neuman, MAD's "What–Me Worry?" kid. You can also use one or more of them for wrapping those eyesore fish you've got lying around! Merely send 60¢ for 1, $1.25 for 3, $2.55 for 9, $5.15 for 27 or $10.35 for 81! Mail it to: MAD Magazine, 485 MADison Avenue, New York, N.Y. 10022

LETTERS AND TOMATOES DEPT.

"BLEAK FOR THE FUTURE"

I loved your satire on the film "Back To The Future" but my father claims you published that article thirty years ago!

Roberto Santiago
New York, NY

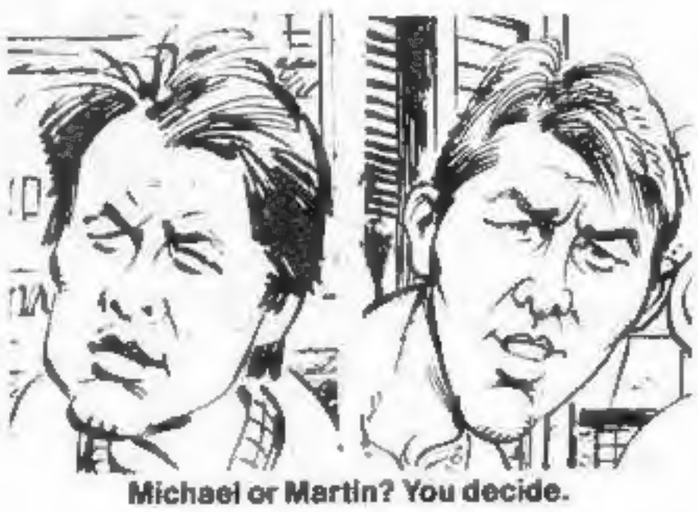
I wish I could send your "Back To The Future" issue back in time... like, before I could read!!!

Loren Keller
Muscatine, IA

I think that Mort Drucker's drawing of "Marquee" in "Bleak For The Future" (MAD #260) looks more like Martin Sheen than Michael J. Fox!

Andy Detrick
Arlington Heights, IL

Aren't you the same guy who wrote to us a while back saying that in our "Apocalypse Now" satire (MAD #215, June '80) Mort's Martin Sheen drawings looked like Michael J. Fox?—Ed.



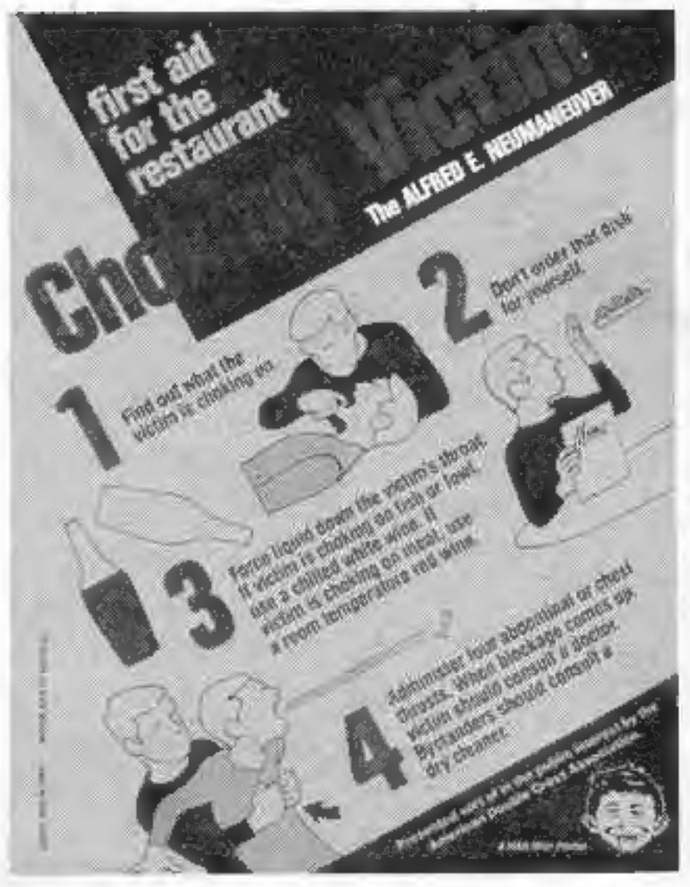
Michael or Martin? You decide.

SPY VS. SPY VS. SPY VS. SPY...

Enclosed is an editorial cartoon about the current espionage scandal that's going on. As you can see, its a topic you've been covering for years!

Paula Carswell
Oakland, CA

THE CHOKE'S ON YOU


first aid for the restaurant
The ALFRED E. NEUMANEIVER
1
First find out what the victim is choking on.
2
Don't order that drink for yourself.
3
Force liquid down the victim's throat. If victim is choking on fish or fowl, use a chilled white wine. If victim is choking on meat, use a room temperature red wine.
4
Administer four abdominal or chest thrusts. When blockage comes up, bystanders should consult a doctor. Bystanders should consult a dry cleaner.

As both an educator and an accredited Red Cross First Aid instructor, I was shocked and disgusted to see your "First Aid For The Restaurant Choking Victim" on the back of MAD #259. I feel this is an important subject which people need information on! What this poster actually shows is three perfectly good examples of how to KILL someone. Was the extremely slight amount of humor in it worth the damage and possible loss of human life that this negligent and irresponsible article could cause?

Nancy E. Munden
Lincoln, NE

Since you take our back covers so literally we're looking forward to hearing how long it took you to build our new improved pooper scooper (back cover, MAD #261) —Ed.

"SICKY MINUTES"

I especially enjoyed your article "Sicky Minutes" in MAD #260. I am unfortunate enough to be black and living in North Carolina with Jesse Helms and Falwell lovers! Your article was right on target! I know it's no laughing matter but I laughed anyway.

DaVinci Metcalf
Greenville, NC

THE LETTERS OF THE LAW

As I read Lou Silverstone and George Woodbridge's article "A Miranda Law For Everyday Victims" in MAD #260, I realized that I hadn't been read my rights as a MAD Magazine reader. Here's a suggestion:

"You have the right to read some classy magazine like Time or Newsweek instead;

If you give up this right, anything you read *can* and *will* seriously affect your funny bone.

You have the right to a conscience and to ask it why you're reading such ridiculous garbage!

If you can't afford the price of MAD, *nothing* will be provided to you at all!"

Jeffrey F. Mantei
Anderson, IN

You've got a lot of nerve insulting Bayonne in your article "A Miranda Law For Everyday Victims." I bet you haven't even been to Bayonne. It is the second safest and cleanest city in New Jersey and the 22nd safest and cleanest city in the United States.

Allison Fitzpatrick
Bayonne, NJ

Here are more interesting facts about Bayonne: It is the world's 4th largest producer of soot. Three out of the four most scenic toxic waste dumps in the U.S. call Bayonne their home. There are more clothing stores featuring the size "husky" in Bayonne than anywhere on the east coast. Finally, pathetic boxer Chuck "The Bayonne Bleeder" Wepner is from Bayonne but no one cares. Thanks for writing so we could share this information!—Ed.

A DOG OF A BOOK

My dog takes her reading very seriously. (She is currently halfway through "War and Peace.") I thought she might enjoy something educational and entertaining for summer. At first she was enthusiastic about her new book, "MAD's How To Be A Successful Dog," but last week I found it buried in the backyard.

Jack Royal
Carlisle, PA

Ruff Reading

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A ROLLING STALLONE GATHERS EVEN MORE GROSS DEPT.

ROC

It may be some comfort to realize that while life is full of surprises, Rocky films are *not!* Each one plagiarizes the one before it and adds a corny twist of its own, like in this case, patriotism! So sit back and relax with something old, little new, something borrowed and something red, white and blue...

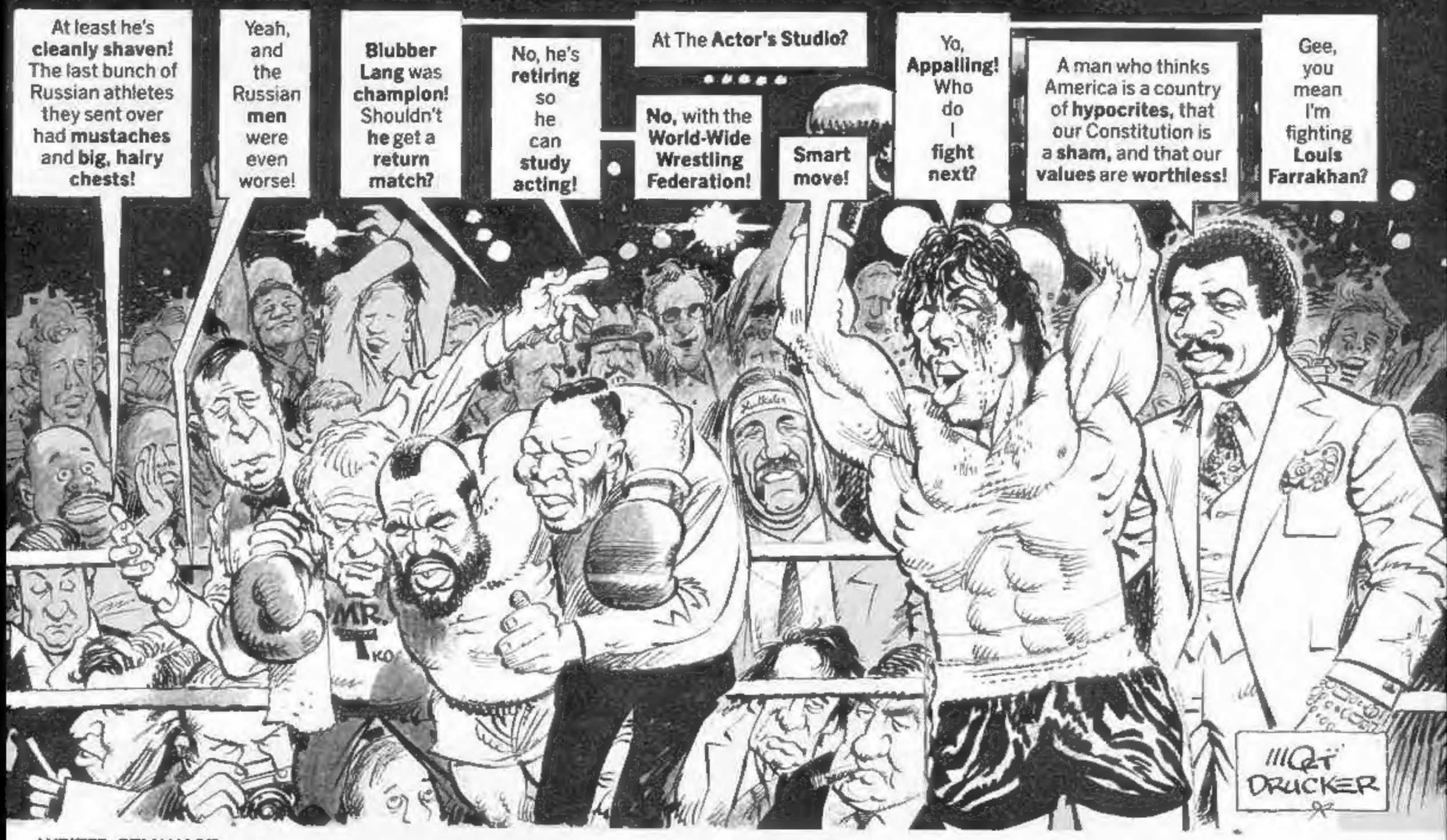
Hey! Is this the **beginning** of **"Rockhead IV"** or the **end** of **"Rockhead III"**?
Probably!
I've seen **every movie** in the **Rockhead series!**
I saw just **one,** but I saw it **three times!**
Then **we're even!**
Yo, **Atrium,** the theme of the **last** film was **"The Eye of the Tiger"** because it was about **courage!** What's the **theme** of **this film?**
"The Rear of the Horse" because it's **so stupid!**
Do you think **"Rockhead IV"** will be as popular with the average **"middle American"** as the **others?**
No way! In this one he beats up a **white guy!**
That's **him** a few seats down! His name's **Drecko!**

ARTIST: MORT DRUCKER

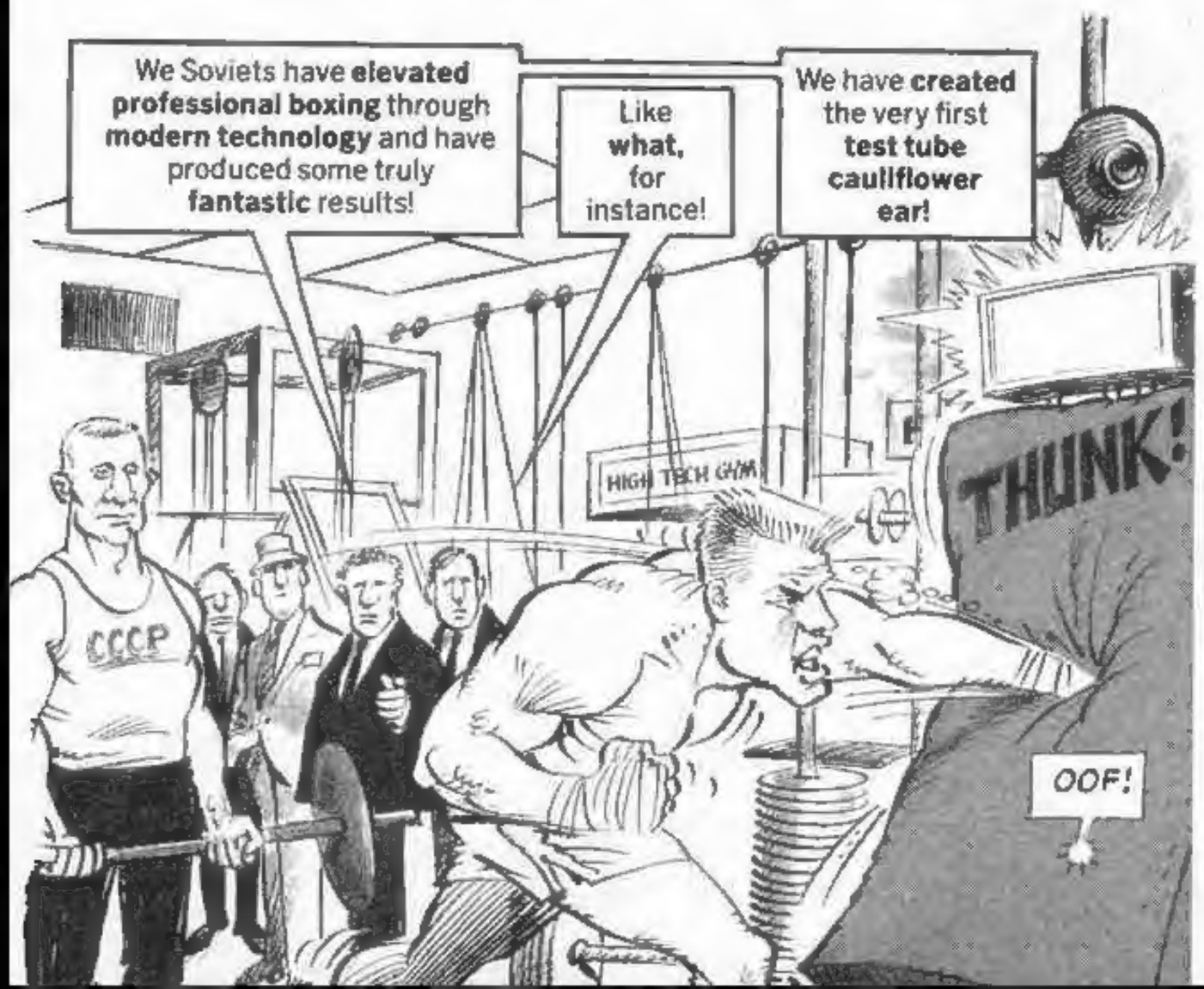
Yo, Rockhead, know what day is **today?** It's my **birthday!**
Had I known, Bawly, I woulda **dressed up** for the **occasion**— I woulda had my **undershirt** sent out to get **soiled** and **sweaty!**
Here's the **perfect gift** for **you,** Brawly— **a robot!**
Yo, Mom, why is a **robot** the **perfect gift** for Uncle Brawly?
Because, Rockette, a robot **doesn't** have a **sense** of **smell!**
BRAWLY

Look at how the **robot** just **hangs around,** an' how it don't **expect nothin',** an' how it **don't complain** when it gets **punched out!**
Big deal! I've been doing **that** ever since we got **married!**

CKHEAD IV


At least he's **cleanly shaven!** The last bunch of Russian athletes they sent over had **mustaches** and **big, hairy chests!**
Yeah, and the Russian **men** were even worse!
Blubber Lang was **champion!** Shouldn't **he** get a **return match?**
No, he's **retiring** so he can **study acting!**
At The **Actor's Studio?**
No, with the **World-Wide Wrestling Federation!**
Smart move!
Yo, **Appalling!** Who do I **fight next?**
A man who thinks America is a country of **hypocrites,** that our Constitution is a **sham,** and that our **values** are **worthless!**
Gee, you mean I'm fighting **Louis Farrakhan?**
MR. T KO
QT DRUCKER

WRITER: STAN HART


We Soviets have **elevated professional boxing** through **modern technology** and have produced some truly **fantastic** results!
Like **what,** for instance!
We have **created** the very first **test tube cauliflower ear!**
HIGH TECH GYM
THUNK!
OOF!
CCCP

My husband **Drecko** is the result of complex Soviet **technology!** All his **muscular actions** and **reactions** have been **carefully programmed!**
Do you and Drecko **make love much?**
Not anymore! We **lost** the **instruction manual!**

I intend to come out of **retirement** and **fight** that **Russian giant!**

This is **unbelievable! How many times** do you guys go **in** and **out** of **retirement?**

Ahhh, you **sports writers!**

What **sports writers?** We're **film critics!**

Appalling, **why** are you doing this? What do you **want?**

The lights, the action, the glory! Without those, **what do I have?** Answer me **that,** Scallion— **what do I have?**

Let's see... 5 or 6 million bucks, time for your wife and family, a chance to work for important causes like hunger in Africa and educating ghetto kids properly...

Forget the question!

Is tough darts, **Yankee!** We will **not** fight washed-up bum like **you!**

Why not? Afraid I'll belt that blonde bag of borscht **bonkers?** You commies ain't **Red**—you're **yellow!**

Drecko will **make you pay** for saying that! He will not only **fight** you, he will **destroy** you!

Shooting off my mouth **paid off,** Scallion! I got them to accept my challenge! I'm **dying** to fight Drecko!

Yo, Appalling, **don't give away the plot!**

This fight will show **Soviet system** is **superior** to decadent **American system!**

Sez you! Only in America can a person be free to **do** what they want and **be** anything they want to be with **equal** opportunity for **all!**

I don't think those Russians will **believe** that stuff!

I'm afraid a **lot** of Americans **won't,** either!

Rockhead— stop the **fight!** Appalling's **getting killed!** I can't stand to **watch this!**

Hey, Bawly, quick! Gimme that **towel!**

You gonna **throw it in?**

No, I'm gonna put it **over my eyes**—I can't stand to **watch** this, either!

If you can **hear me,** take **two aspirins** and call me in the morning!

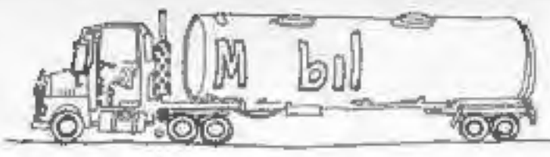
Yo, Doc, I think he's **dead!**

In that case, **forget** the aspirins!

I feel **awful! Last movie,** Rockhead's **trainer** died! Now Rockhead's **best pal died!**

Gee, Bawly, I didn't know you were capable of such **sentiments!**

What **sentiments?** I'm just worried about which one of **us** gets their **ticket punched** in **"Rockhead V"!**



For the **good** of the **sport** as well as our **concern** for the **welfare** of **boxers,** the Commission can not **sanction** your bout with the Russian, Drecko!

I **can't believe** what I'm **hearing,** Rockhead!

Me neither! Whoever heard of a **Boxing Commission** that was worried about the **good** of the **sport** or the **welfare** of **boxers!**

You sure there's **hot water** in the **shower?**

Yes! It takes a **while,** so just let **water run!**

For **how long?**

Until **summer!**

ARM AND HAMMER

BOXING

You got a very **weird** country here! Everyone's afraid to say anything! There's no place for **dissension** in Russia!

That is **capitalistic lie!** In Russia there **is place** for **dissension!** Is called **"Siberia"!**

Did you **volunteer** for this job?

In a way... I asked our commissar why **Russian troops** were in **Afghanistan!**

Hey, I can understand why you got pictures of **Marx** and **Lenin,** but why **George Steinbrenner?**

Anyone who has done as much to **discredit American sports** as **he** has is a **hero** to us!

KING

MARX

GEORGE

I don't understand what they're **yelling..**

They say, **"Yankee go home!"**

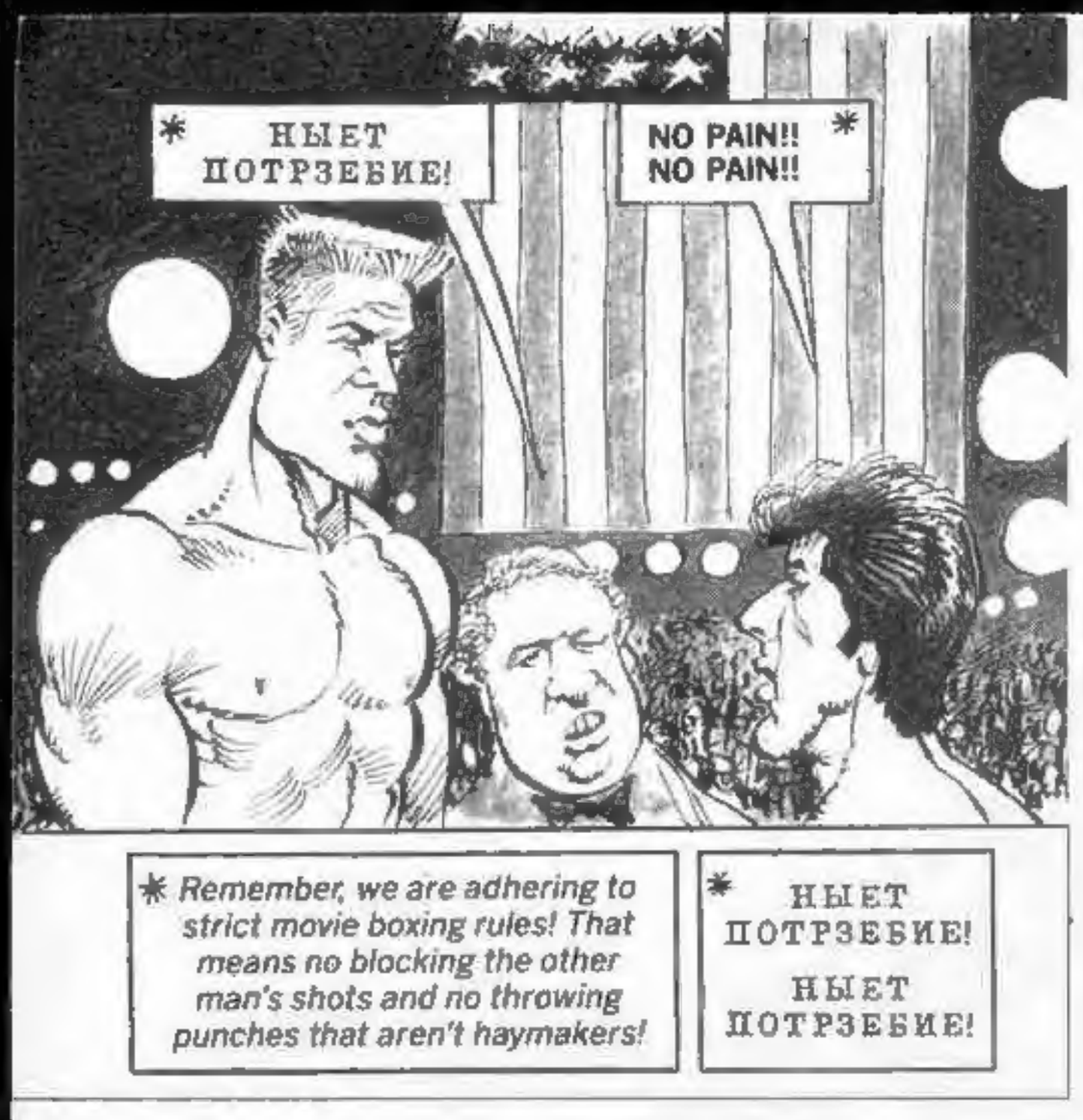
What **else** are they saying?

"And please **take me with you!"**

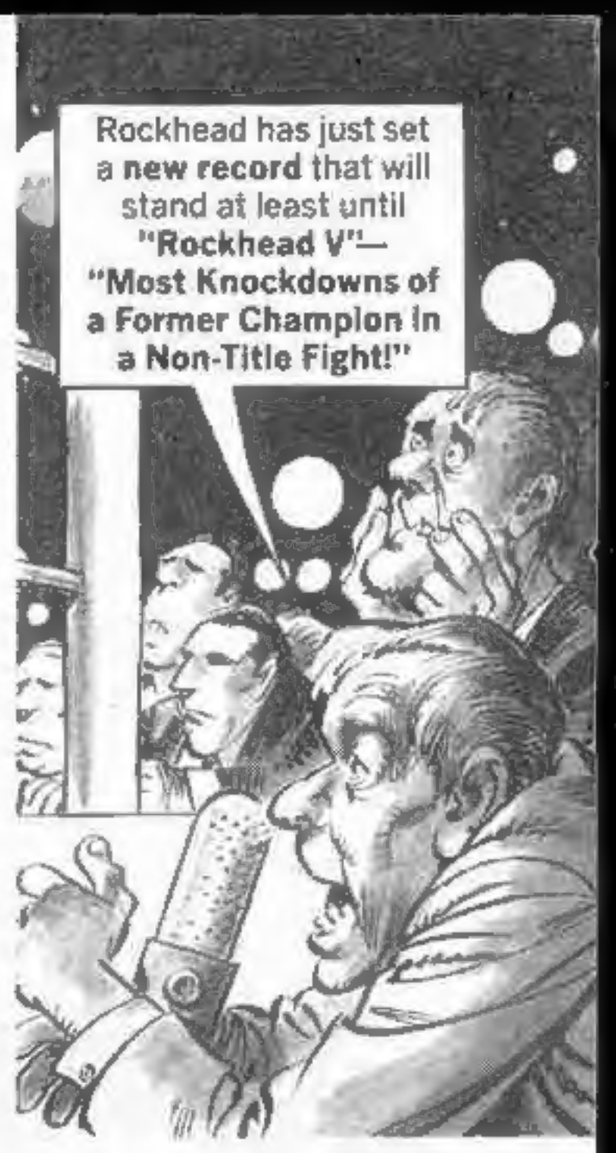
Stop the fight! He's going to **kill** Rockhead! Please, please **stop it!**

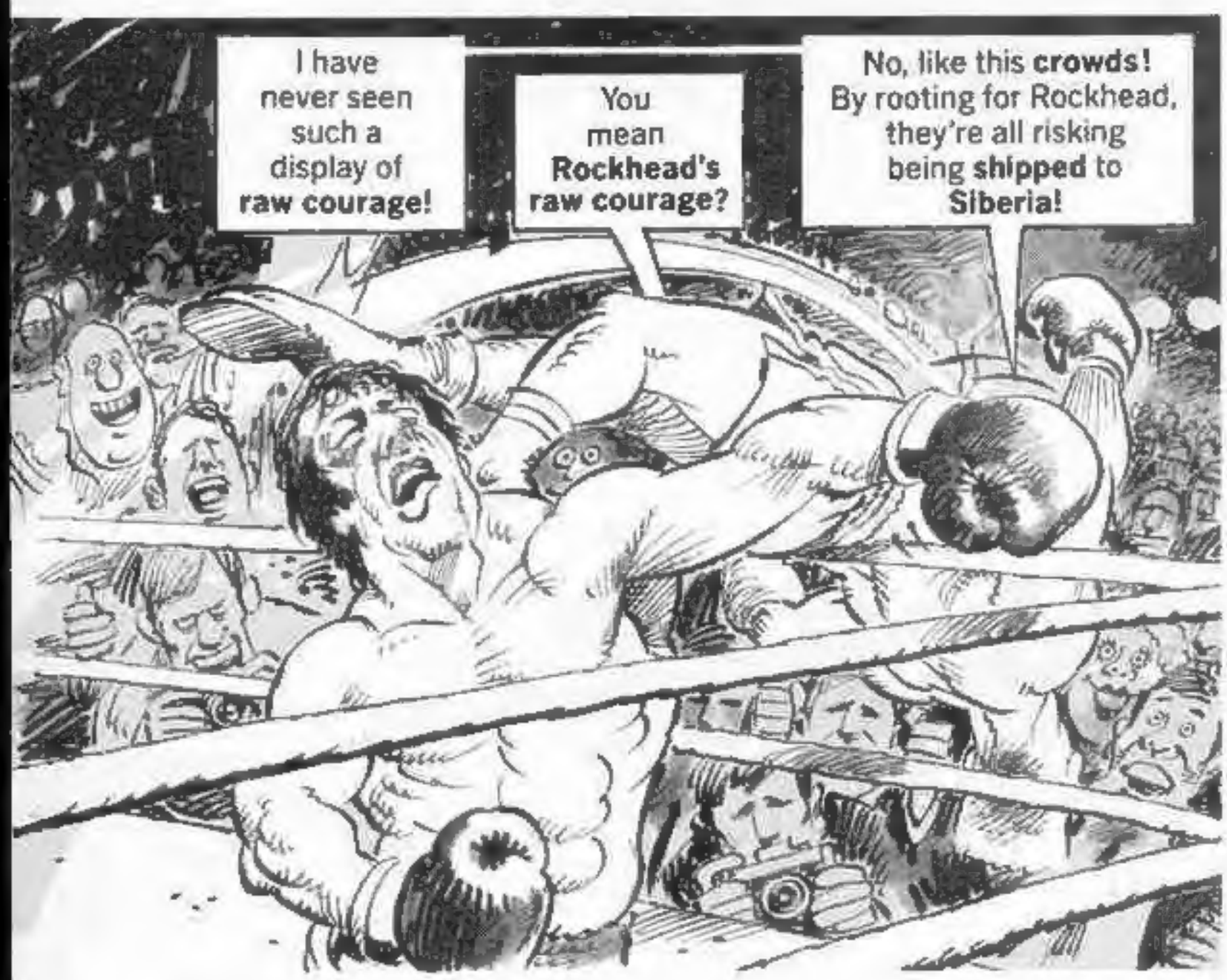
Aw, **Atrium...**

...can't you wait until the fight **starts,** at least?


НЫЕТ ПОТРЗЕБИЕ!
NO PAIN!! NO PAIN!!
* Remember, we are adhering to strict movie boxing rules! That means no blocking the other man's shots and no throwing punches that aren't haymakers!
НЫЕТ ПОТРЗЕБИЕ!
НЫЕТ ПОТРЗЕБИЕ!

Appalling Greed wore these trunks! You may wear them!
Well, I'm kinda honored, but I wished you woulda washed them first!


Rockhead has just set a new record that will stand at least until "Rockhead V"— "Most Knockdowns of a Former Champion in a Non-Title Fight!"


I have never seen such a display of raw courage!
You mean Rockhead's raw courage?
No, like this crowds! By rooting for Rockhead, they're all risking being shipped to Siberia!

Don't it make you proud to see the old Red, White, and Blue?
It makes me sick!
What kind of thing is that to say about the flag?
Flag? I thought you were talking about Rockhead's face!

I'm not sure about this, President Reagan...
We must revise our role models and keep up with the times! I mean, Washington, Jefferson, Teddy Roosevelt, and Lincoln were fine then, but now is now!
O'er the Rambos we watched
Were so gallantly streaming!
And our Rockhead's Red Glare...

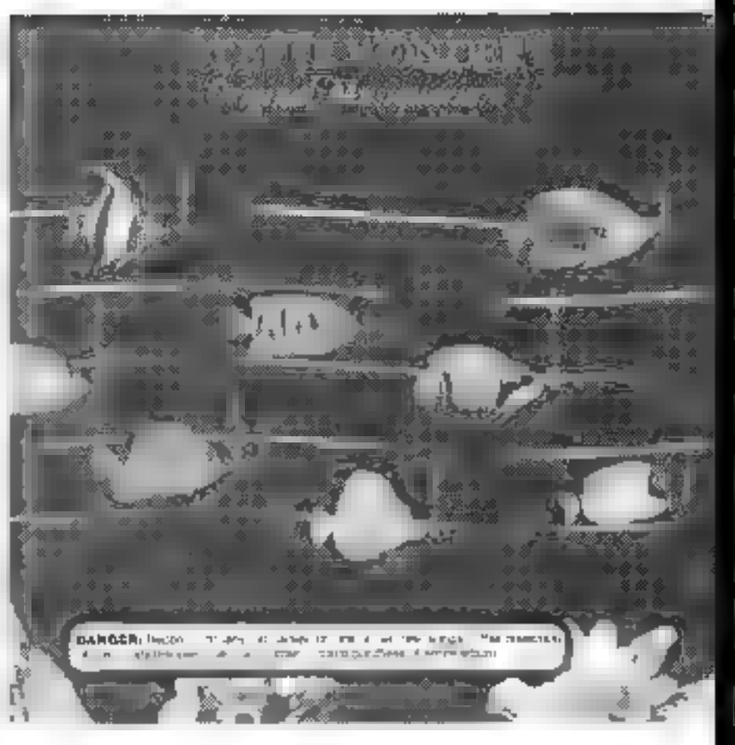
DISC-CLAIMERS DEPT.

Recently, there's been a lot of hullabaloo about whether or not there should be warning labels on record albums. After seconds of soul searching and carelessly weighing both sides of this important issue, we at MAD dare to say YES!! There should definitely be warning labels on selected discs!

So without any further ado (except for the rest of this intro!), here are some...

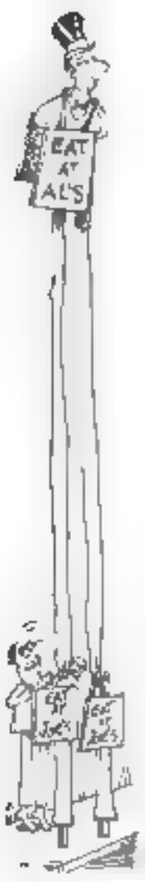
Badly Needed WARNING LABELS for ROCK ALBUMS

WRITER: DESMOND DEVLIN



DANGER: Record company has tacked on one or two new songs to this collection of previously released material in order to force purchase of entire album.

CAUTION:
This woman may be as old as your mother.

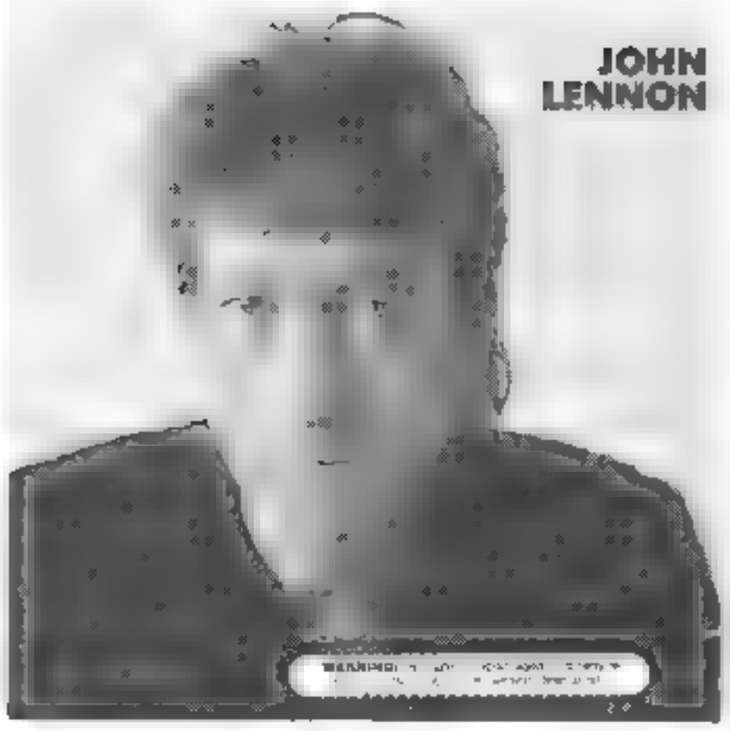


DANGER:
Take ONLY in small doses. One song provides the daily adult requirement of pretentiousness.

WARNING: Contains good music and intelligent lyrics. As such, it may be unsuitable for today's listeners.

BEWARE: Not buying this album will cause extreme guilt.

CAUTION: Solo album by member of a hit group. One artist out of five means album is only one-fifth as good.



WARNING: Old material repackaged by greedy record company trying to milk helpless dead artist.

INTERCOM-IC RELIEF DEPT.

ANNOUNCEMEN

Richard M. Nix

Last night the school board officially turned down a request by the student council to allow the serving of beer and tequila in the cafeteria. The vote was seven to six.

Congratulations to Sophomore Nina Grabmore, who gave birth last night to a 6 lb., 5 oz. baby girl. Vice Principal Dinklebean says it's still not too late for the baby's father to come forth and make himself known.

Any student involved in sending Bif Sweeny's jock strap up the flag pole faces suspension if the jock strap is not removed by noon today.

Will whoever ordered the large pizza with anchovies please come to Vice Principal Dinklebean's office? Your order, minus two slices, has arrived.

We are happy to report that the five freshmen who suffered food poisoning in the cafeteria yesterday all had their stomachs pumped and are expected to make a full recovery.

ARTIST GEORGE WOODBRIDGE · WRITER. JOHN PRETE

ITS OF THE DAY

on High School

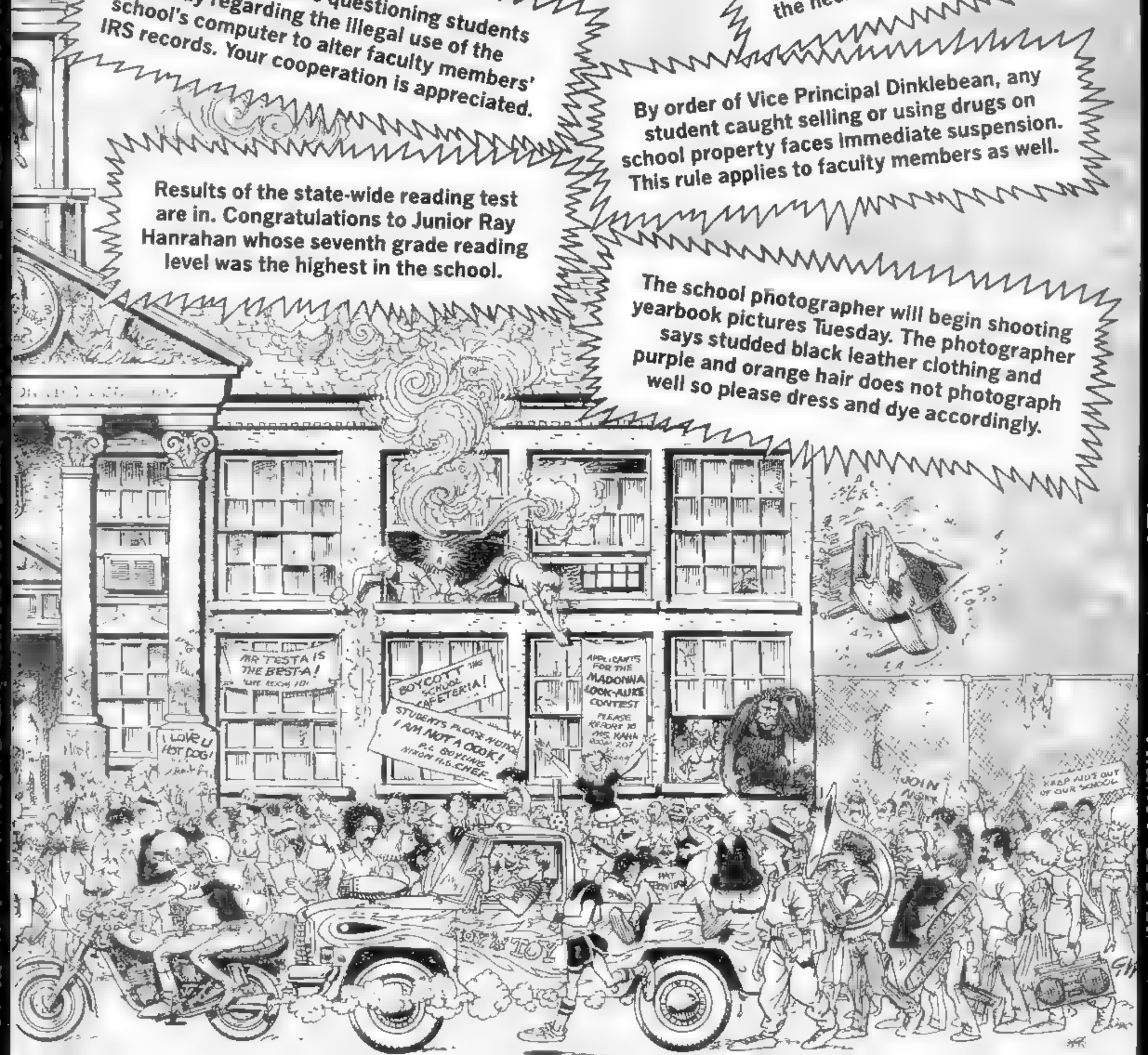
The FBI will resume questioning students today regarding the illegal use of the school's computer to alter faculty members' IRS records. Your cooperation is appreciated.

Good news! Drivers' Ed. lessons will resume next Thursday, just as soon as Mr. Walsh has the neck brace removed.

By order of Vice Principal Dinklebean, any student caught selling or using drugs on school property faces immediate suspension. This rule applies to faculty members as well.

Results of the state-wide reading test are in. Congratulations to Junior Ray Hanrahan whose seventh grade reading level was the highest in the school.

The school photographer will begin shooting yearbook pictures Tuesday. The photographer says studded black leather clothing and purple and orange hair does not photograph well so please dress and dye accordingly.


MR TESTA IS THE BEST-A!
I LOVE U HOT DOG!
BOYCOTT THE SCHOOL CAFETERIA!
STUDENTS PLEASE NOTICE I AM NOT A COOK!
P.L. BOYLING NIXON H.S. CHEF
APPLICANTS FOR THE MADONNA LOOK-ALIKE CONTEST
PLEASE REPORT TO MS. KAHN ROOM 207
JOIN
KEEP NUTS OUT OF OUR SCHOOL
TOY R US

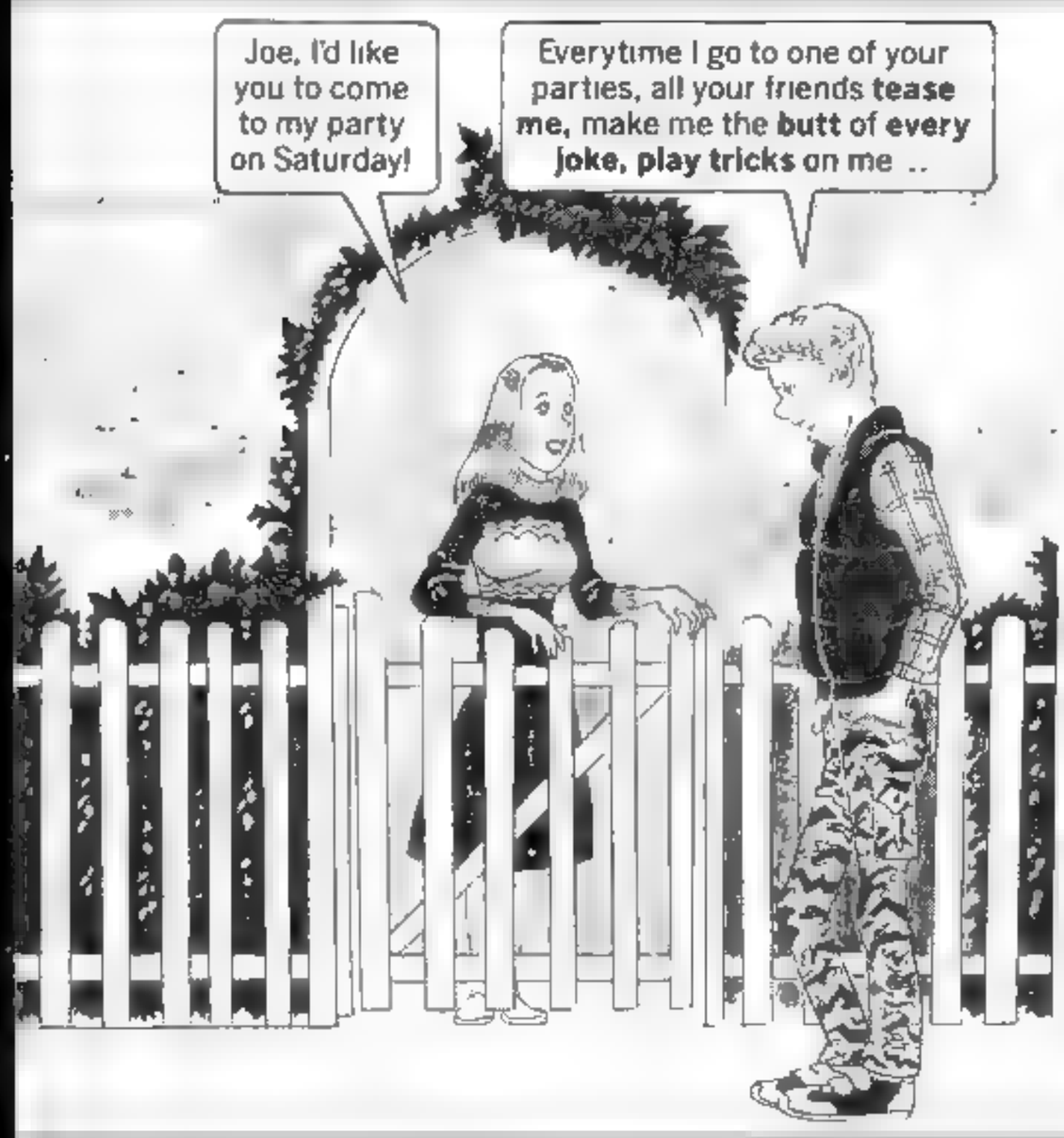
DATING

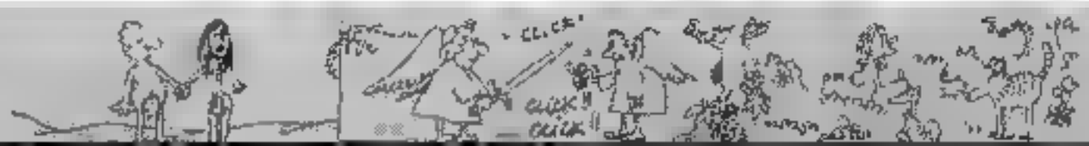
This was a **wonderful date** even though I had to **fight** you off all evening! I hope you ask me out again!
Sure, but I was looking forward to a **grand tour** of your **new apartment!** How about it, dollface?

BERG'S-EYE VIEW DEPT.

THE LIGHTE

PARTIES


Joe, I'd like you to come to my party on Saturday!
Everytime I go to one of your parties, all your friends **tease me,** make me the **butt** of **every joke, play tricks** on me ..



THE TELEPHONE

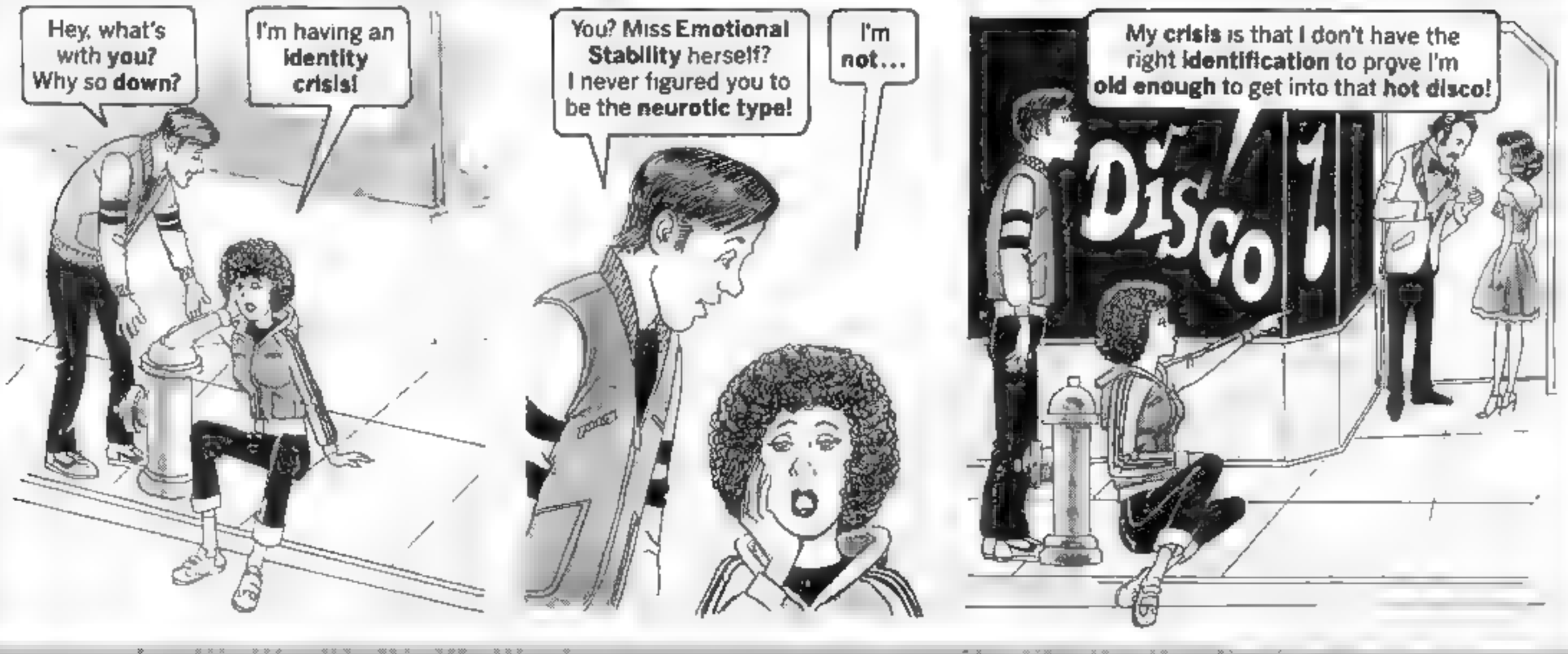
R SIDE OF...

ARTIST & WRITER
DAVE BERG

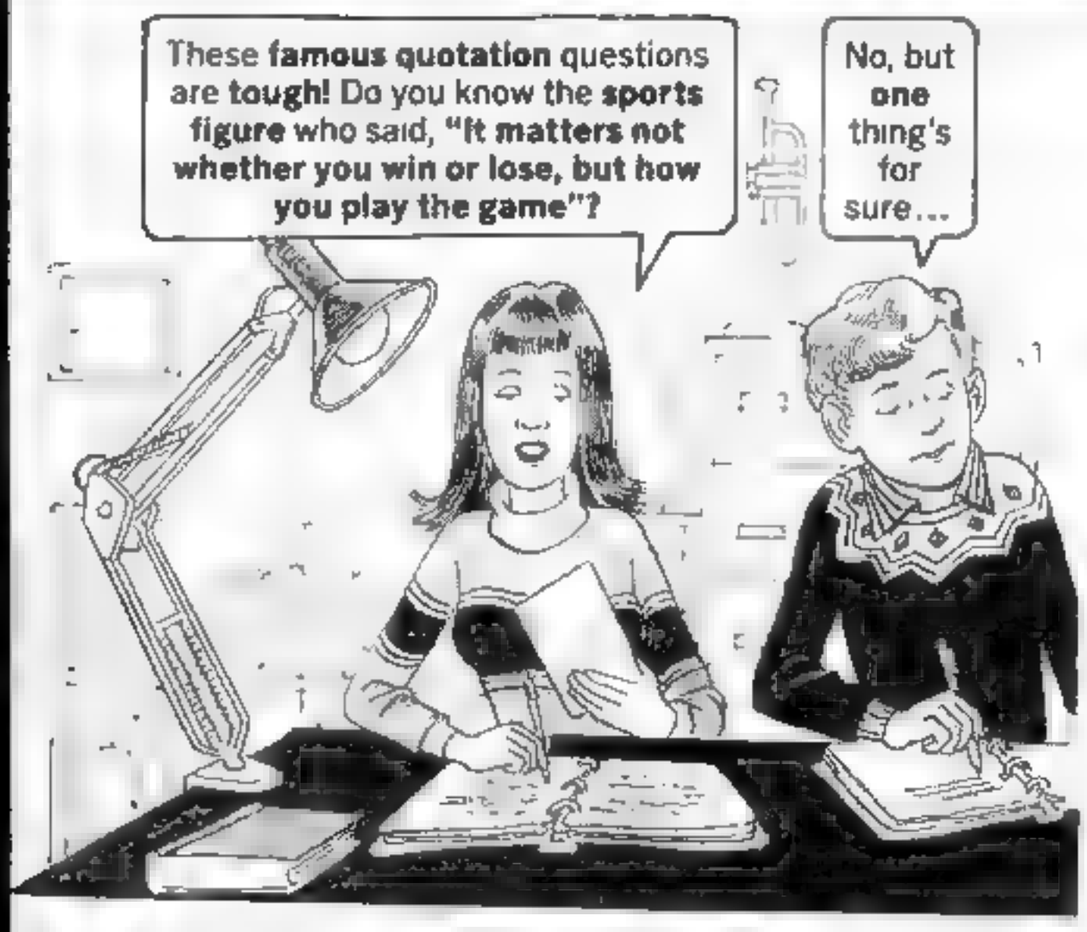
TRAVEL

These bags weigh a ton!
Don't start! Even when I cut down to bare essentials, you always accuse me of "packing the kitchen sink"!
Damn! This is one time I wish you really did pack the kitchen sink...
...that's where I left the plane tickets!

CREDIBILTY


Hey, what's with **you?** Why so **down?**
I'm having an **identity crisis!**
You? Miss **Emotional Stability** herself? I never figured you to be the **neurotic type!**
I'm **not...**
My **crisis** is that I don't have the right **identification** to prove I'm **old enough** to get into that **hot disco!**
Disco 7

HOMEWORK


These **famous quotation** questions are **tough!** Do you know the **sports figure** who said, **"It matters not whether you win or lose, but how you play the game"?**
No, but **one** thing's for sure...
He must've been a **loser!**

GIFTS

MOTIVATION

Wow, your son is a **real crackerjack** with **mechanical things!** He can **fix anything!**
Well, **almost** anything!
He can **always** fix the **car** when he wants to **borrow** it, but he **can't** seem to **fix** the **lawn mower** when the **grass needs cutting!**

VANITY

Hey, Marge, why's this door locked?
IIII
I'm weighing myself!
For that you have to keep the door locked?
I don't want anyone to know how fat I am!

COOKING

No, I don't want to get it dirty!
How nice! You're really enjoying your dinner tonight—you've finished everything!
I hate it!
But I'd rather suffer now than get it back tomorrow night as leftovers!

FINANCES

I know I shouldn't even be thinking about such an expensive car, but it's always been my life's dream to own one!
You're looking at the top of the line's top of the line!
I'm sure you have an installment plan for a car like this!
Yes, we do! Most of our customers use it!
Really? How many payments do I have to make?
One!

DIVORCE

Well, Nick, how do you like being a **single man** again?
Terrific! I love my new **freedom!** It's exciting living **by yourself, for yourself!** It's **great** having **no responsibilities** to **another person!**
I only wish I had a **wonderful woman** to **share it with!**

GRANDMOTHERS

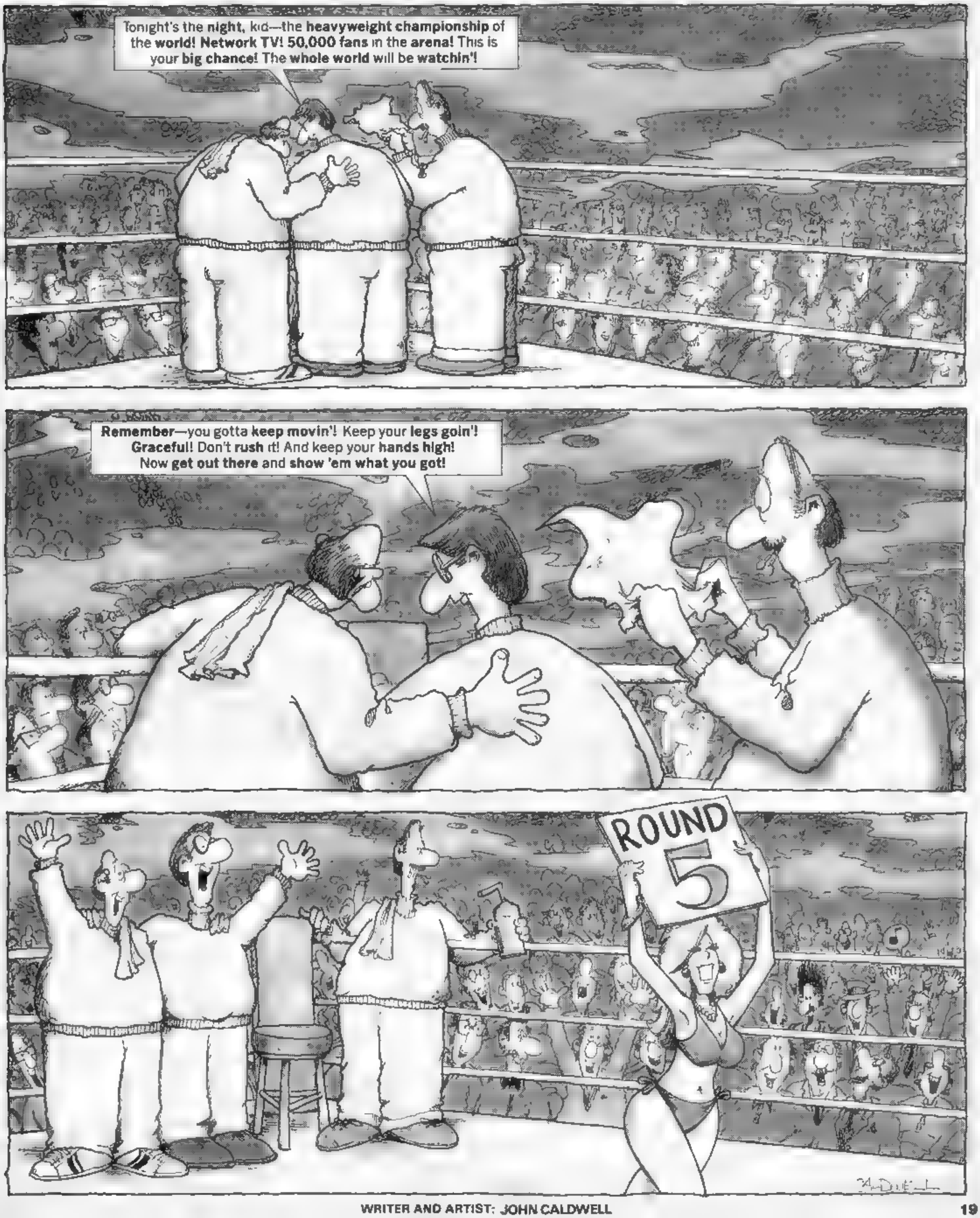
I remember when I was a **teenager** and I used to **baby-sit**...
...and how I'd **dream** that someday I'd get **married** and **have children** of my own! Well, I **did** all that! Today **my children** are **having children!**
Isn't that **wonderful!** You've moved so **far ahead** in the **world!**
Not **really**—I'm **back** to being a **baby sitter** again!

DOCTORS

The problem is **very difficult!** You have to **get in shape!**
What's so **difficult** about **that?**
You're not in **good enough shape** to **get in shape!**
ROGER KARLTNIK
David Berg

A PERFECT 10 COUNT DEPT.

DRAMA ON PAGE 19


Tonight's the night, kid—the heavyweight championship of the world! Network TV! 50,000 fans in the arena! This is your big chance! The whole world will be watchin'!
Remember—you gotta keep movin'! Keep your legs goin'! Graceful! Don't rush it! And keep your hands high! Now get out there and show 'em what you got!
ROUND 5

THE JOT SET DEPT.

REMINDER LISTS OF TH

Elizabeth Taylor

Get married

National Enquirer photo session: 2 P.M.

File for divorce

National Enquirer interview: 6 P.M.

Stick pins in Joan Rivers voodoo doll

File lawsuit against Enquirer

Dave Winfield

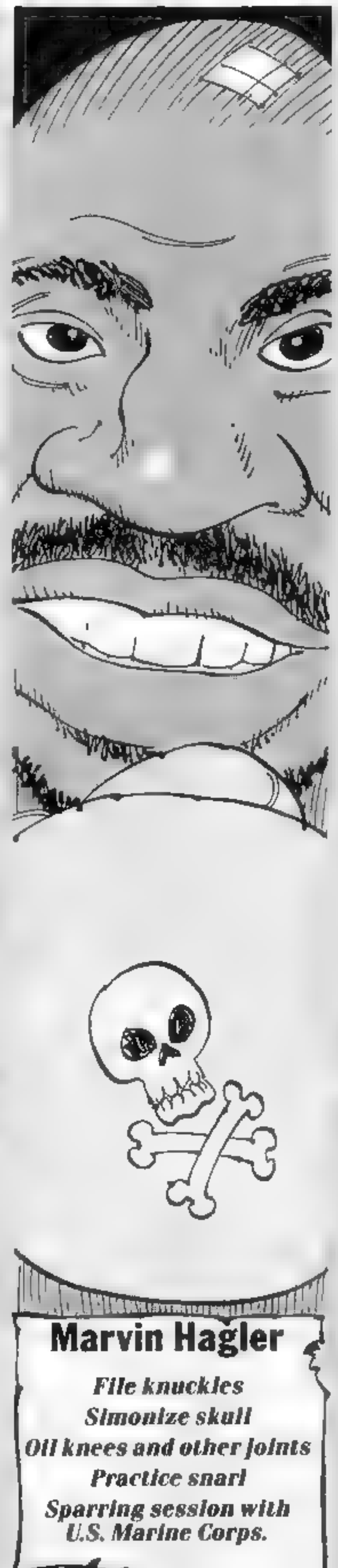
Contact stockbroker

Fire accountant

Sue Steinbrenner

Endorse something or other

Batting practice



Marvin Hagler

File knuckles

Simonize skull

Oil knees and other joints

Practice snarl

Sparring session with U.S. Marine Corps.

George Bush

Breakfast with Bob Dole

Take nap

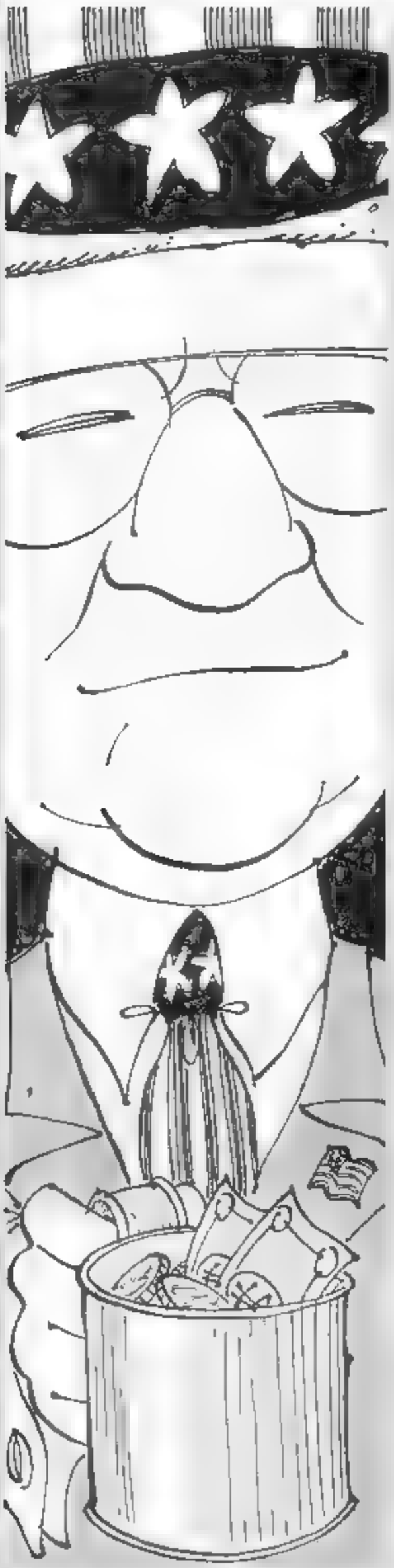
Lunch with Jack Kemp

Take nap

Hang around till supper

ARTIST: PAUL COKER WRITER: LAWRENCE BUSH

IE RICH AND FAMOUS



Lee Iacocca

Pick up two cases French wine

Have Sony VCR repaired

Tune up Mercedes

Sushi Dinner

Keynote address: "Buy American" rally

Cher

New look

New dress

New hair

New tattoo

New husband

New look

Jerry Falwell

Finish rewriting U.S. Constitution

Lynchburg H.S. pep rally and textbook bonfire

Draft Supreme Court appointee list

Dinner with Reagans

Ferdinand Marcos

Torture

Kidnap

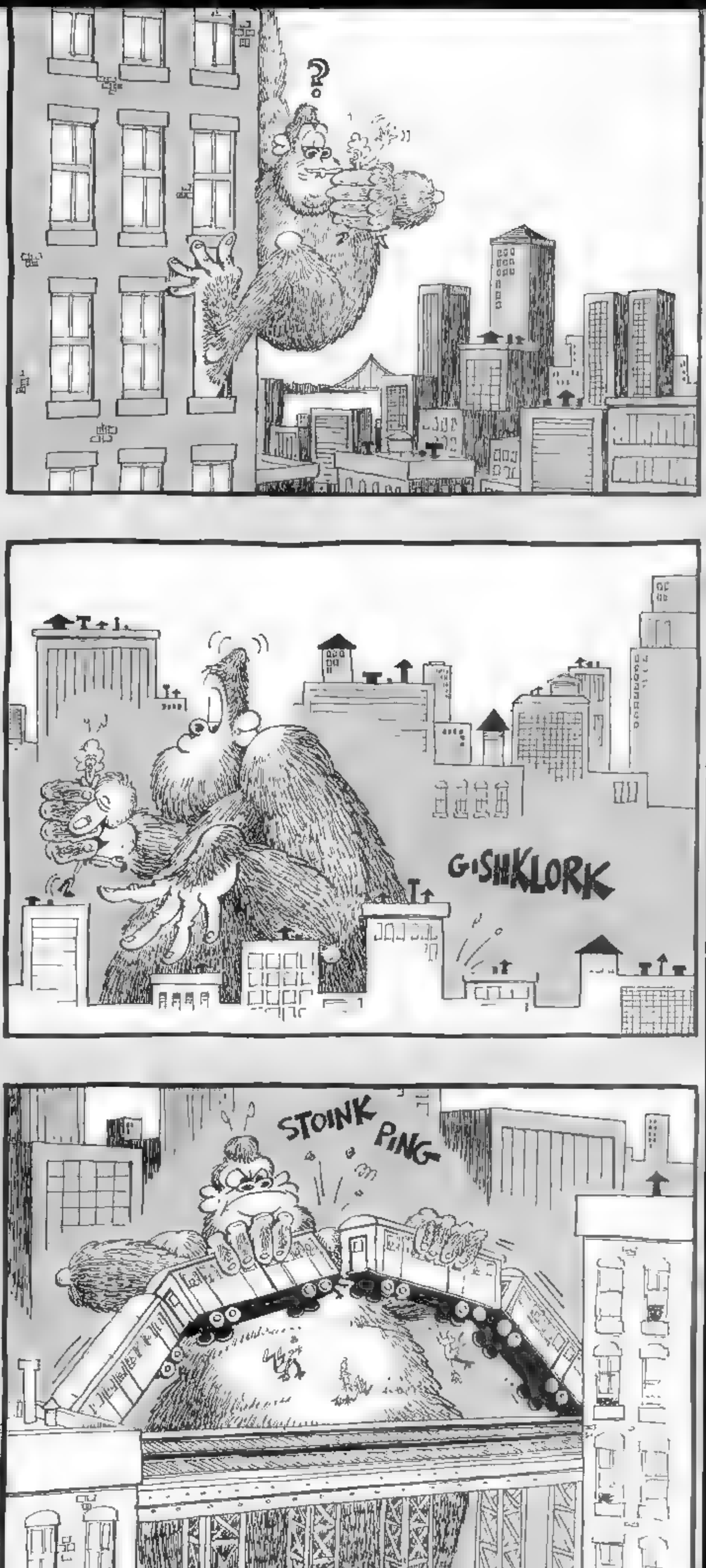
Assassinate

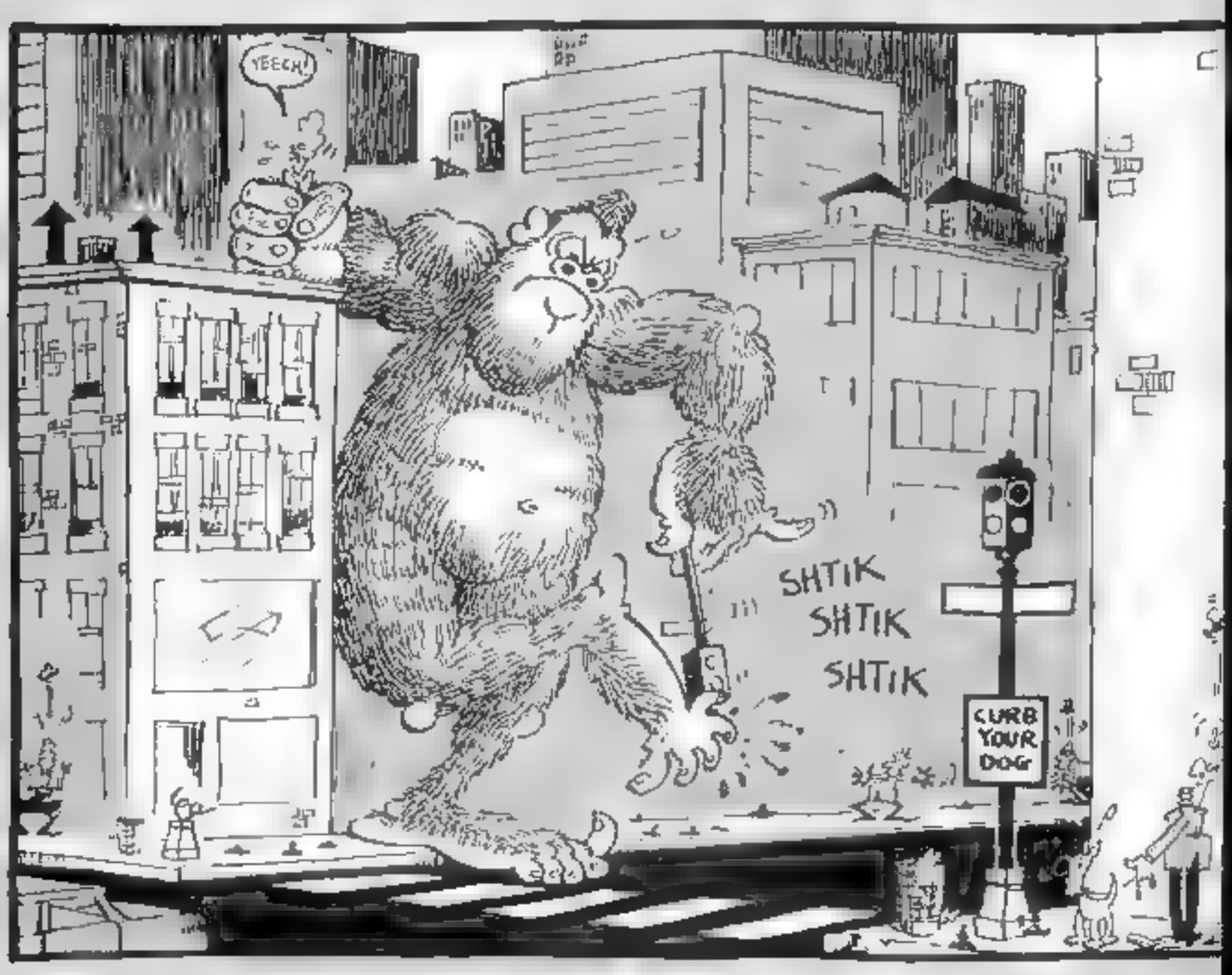
Murder

Human Rights Awards Dinner: 6 P.M.

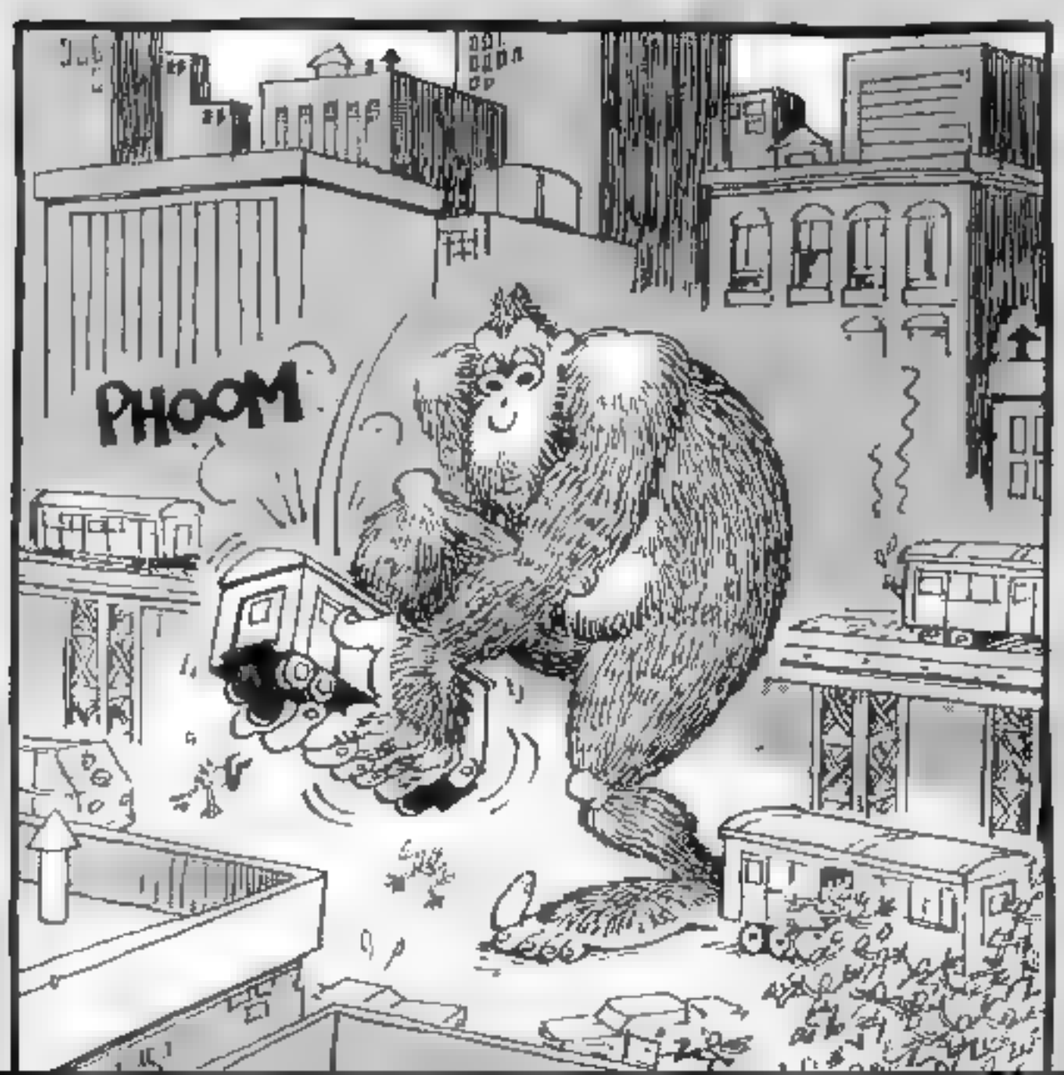
DON MARTIN DEPT.

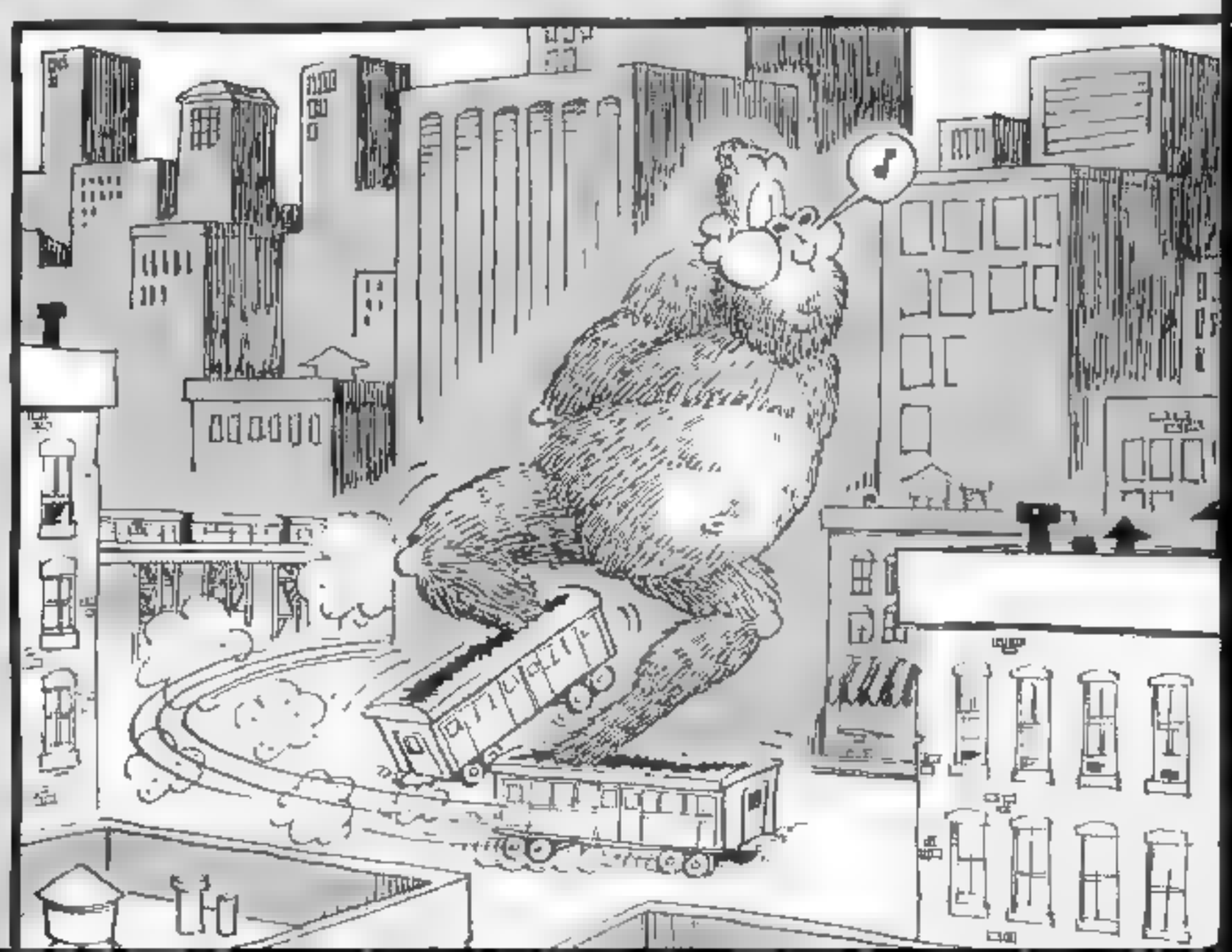
One Fine Day With KING KONG

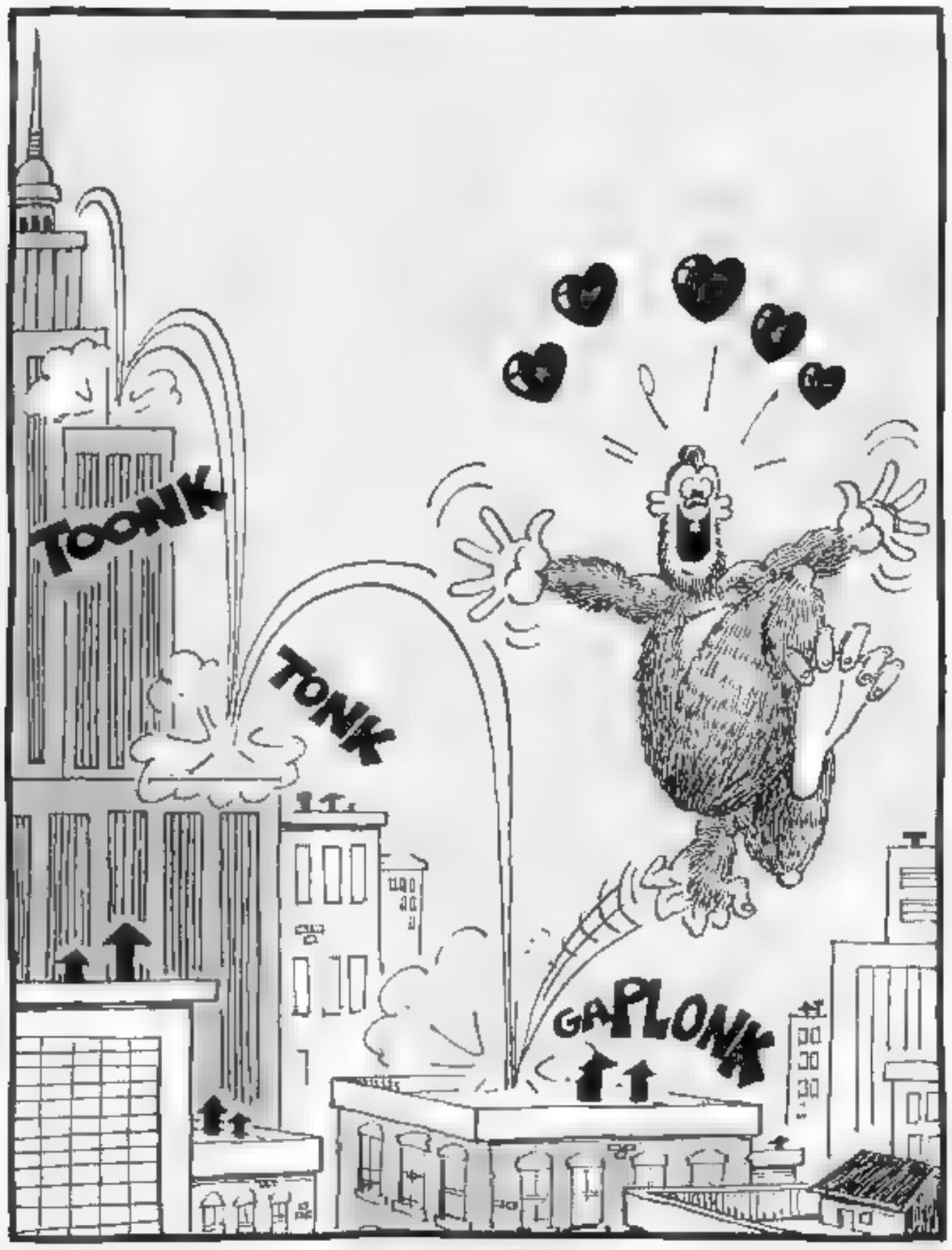




WRITERS: SERGIO ARAGONES AND DON EDWING ARTIST: DON MARTIN






TOONK
TONK
GAPLONK

KISS
KISS
KISS
D.MARTIN

A FREUDIAN SCRIPT DEPT.

Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the sixth in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

MAD'S APTITUDE TEST NUMBER SIX WILL YOU MAKE A GOOD PSYCHIATRIST?

1. As a Psychiatrist, you suggest to a patient that sessions be daily instead of twice a week. This usually means that:
   A. The credit check you ran on him came back positive.
   B. She's gorgeous and sexy, so why shouldn't you get turned on as often as possible.
   C. Your regular bridge partner has moved away, and you've suddenly got this free time to fill.
   D. Any of the above.

2. From the pencil in his hand, we can tell that this Psychiatrist is:
   A. Making progress in finishing the crossword puzzle he began during his first session this morning.
   B. Finding out that he can draw a picture of Bugs Bunny from memory.
   C. Calculating how much of a "cost-of-living" increase he can add to his hourly fee and still hold on to his patients.
   D. Any of the above.

3. A woman patient confides that she carries on conversations with her St. Bernard, spends week-ends hiding in a closet, and is terrified of walking on linoleum. As a Psychiatrist, what do you say when she pleads for your advice?
   A. "How do *YOU* feel about it?"
   B. "I think you *KNOW* the answer to that already!"
   C. "What is it you *REALLY* want to tell me?"
   D. Any of the above.

4. Complete the following sentence: Running a Group Therapy session is helpful because _____.
   A. Listening to patients arguing and screaming at each other provides wonderful entertainment.
   B. One of the patients may come up with an insight that you were incapable of seeing by yourself.
   C. Sitting back and playing God is a real kick.
   D. All of the above.

5. A patient catches you falling asleep while he is pouring out a sob-filled tale of how he was ignored as a child. What is the proper response to his accusation?
   A. "I was merely testing your reaction to *MY* ignoring you!"
   B. "My powers of perception increase when I close my eyes!"
   C. "Your hour is up!"
   D. Any of the above.

6. From time to time you will ask a patient to describe his dreams. Listening to dreams helps you by:
   A. Providing you with some swell stories that you can share with your fellow Shrinks at the next annual convention.
   B. Giving you a chance to use impressive Shrink gibberish such as "suppressed anger," "unconscious urges" and "deep-seated ego manifestations."
   C. Getting your patients off their real problems, which you can't figure out anyway.
   D. All of the above.

7. Some patients become so dependent on you that they call you night and day with trivial problems. This should tell you that:
   A. It's time to include a fee for "Telephone Consultation" in your bill.
   B. You've got the sucker so strung out that he's hooked for another two years of treatment, at least.
   C. You can really get your jollies by busting his chops and putting him on "hold."
   D. Any of the above.

8. While interviewing a prospective patient, you suddenly learn that he is unemployed and without funds. What should you tell him?
   A. "Learning to live with your problems is often preferable to going through the agonies of analysis!"
   B. "You, I am happy to say, are what we Psychiatrists classify as 'normal'!"
   C. "I think I should see you twice a week! With any luck, I may be able to work you into my schedule in a year or two!"
   D. Any of the above.

9. After twelve years of therapy, a patient announces that he is making no progress and is quitting. Which of these is your most effective response?
   A. "Impatience has always been one of your problems, hasn't it?"
   B. "Quit if you wish, but I cannot take responsibility for the consequences!"
   C. "I was waiting for you to get to this point! Now, we can really begin to work!"
   D. Any of the above.

10. Eventually, of course, there comes a time when therapy is concluded. This usually happens when:
    A. The patient's awareness of your incompetence overrides his need for your help.
    B. The patient dies.
    C. You die.
    D. Any of the above.

SCORING

If you answered "D" to all questions, you have the ability to make a good Psychiatrist.

ARTIST: GEORGE WOODBRIDGE WRITER FRANK JACOBS

Hi, we're the **Cleaner family!** As you may have noticed, nobody on television's **cleaner than us!**

I'm **Warm Cleaner**—devoted father, loving husband, and a man with a **gentle sense of humor!** Which is a good thing, although if the **humor** around here was any **gentler,** we'd need **Juan Valdez** and half the **coffee in Colombia** to keep us **awake!**

I'm **Spoon Cleaner,** the wisest mom in America! I understand husbands, kids, and pets! The only thing **I don't** understand is why I do all my **housework** wearing pearls, high heels, and a stylish dress!

BEAVER TRACKS

A BAD CASE OF THE RE-RUNS DEPT.

REPRIE

I don't think I'm goin' to school today, Golly! The guys have been **teasin'** me about **our family!** They say we're "like a mushy **loaf** of **white bread!"**

Makes you kinda **Wonder,** huh, **crumb?**

Knock it off, Ettie! Don't you have an **obnoxious lesson** now?

Thanks for reminding me, creep! This semester I'm **teaching** the class!

BEAVER BOARD

Gee, Dad, it's sure **neat** the way we mess around together on Saturdays! 'Specially when you're fixin' **'traptions** an' stuff! What's **that thing?**

The **laugh track** from our show, Beaver! I'm afraid it's **worn out** from laughing at too many of your **mispronunciations,** not to mention all our other **lame jokes!**

ARTIST· ANGELO TORRES

Warm, I'm really **worried** about the Beaver!

Oh? Did he **fall** into the **pond?** Refuse to **kiss Aunt Bertha?** Come in **last** in a **spelling bee?**

No, he says he's seen an **alien** from **another planet!** Isn't that **strange?**

Actually, compared to a mom and dad who can bring up **two sons** without ever **raising their voices,** it sounds **100% plausible!**

Warm, Beaner isn't the **only person** around here I'm **worried** about.... while you've been off to **work** everyday, I've become **attracted** to our neighbor, **Oddly Nelson!**

Nelson? That **boob?** But **why?** He's not **rich** or **handsome!**

I know— but at least he's **always home!**

Hi! Anybody spare a **cup of sugar?** Or a **job?**

I'm Golly Cleaner, and I'm the quintessential all-American big brother! In other words, I comb my hair a lot, I protect my kid brother, and I have no idea how to spell words like "quintessential"!
I'm Beaver Cleaner, although my real name is Thermidor! If you're wondering how a kid named Thermidor got to be called "the Beaver," join the club!
I'm Lardy Monjello, the Beaver's best friend! We've got a lot in common—we like to eat, we both wear baseball caps a lot, and we like to eat! Actually, I can eat a lot more, but sometimes the Beaver's "cute routine" makes me too nauseous!
I'm Ettie Hassle, Golly's best friend! I'm an obnoxious, insulting, creepy weasel! These personality traits have recently gotten me a part-time job at Vice President Nixon's election strategy headquarters!

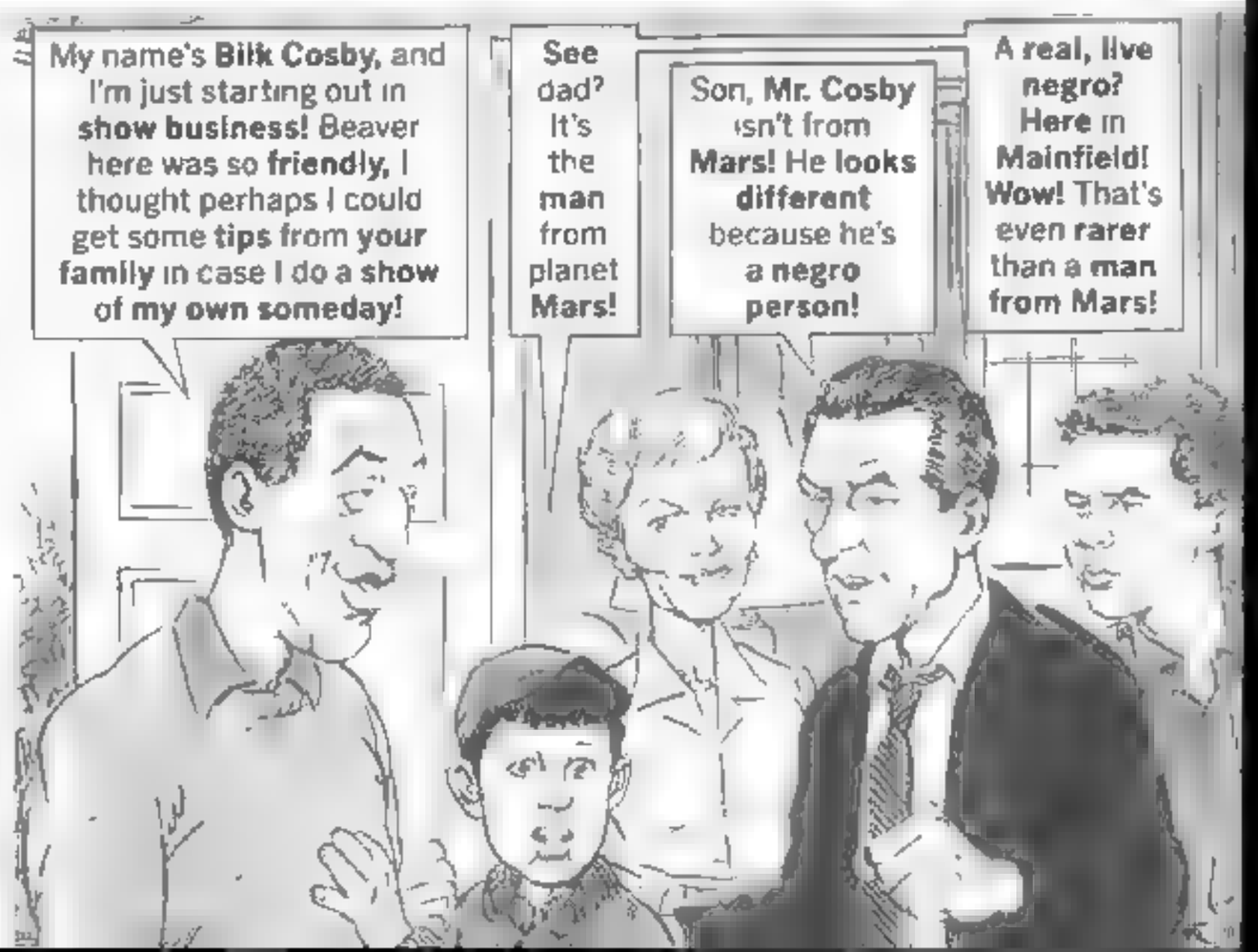
VE IT FOR BEAVER

Mom! Mom! Guess what happened to me on the way home from school!
First things first, Beaver! How about some milk and cookies?
But Mom— I saw an alien! From another planet! I even talked to him!
Hmmm... maybe the alien would like some milk and cookies...

So what happened when you told your mom you saw a guy from outer space, Beaver?
She asked if he wanted milk and cookies!
Yeah? Think I could pass for a guy from outer space?
BEAVER CROSSING
DRIVE WITH CARE

WRITER: DENNIS SNEE

and so you see, Beaver, there's no such thing as a "man from Mars" or an "alien from another world!"
But I seen him! He was like nothin' I never seen in Mainfield before, ever!
You only see "beings" like that in movies or comic books! You don't see them here in Mainfield!
There's the front door! I'll get it!
DING DONG


My name's Bill Cosby, and I'm just starting out in show business! Beaver here was so friendly, I thought perhaps I could get some tips from your family in case I do a show of my own someday!
See dad? It's the man from planet Mars!
Son, Mr. Cosby isn't from Mars! He looks different because he's a negro person!
A real, live negro? Here in Mainfield! Wow! That's even rarer than a man from Mars!

CARRYING THE OLYMPIC TORTURE DEPT.

EXTINCT from days

ARTIST AND WRITER.

COMPULSORY HIGH BOARD DIVING

I just hope they're **vegetarians!**

100 METER FREESTYLE MOAT SWIMMING

Open up, idiot!

BAD NEWS RELAY

Take this!

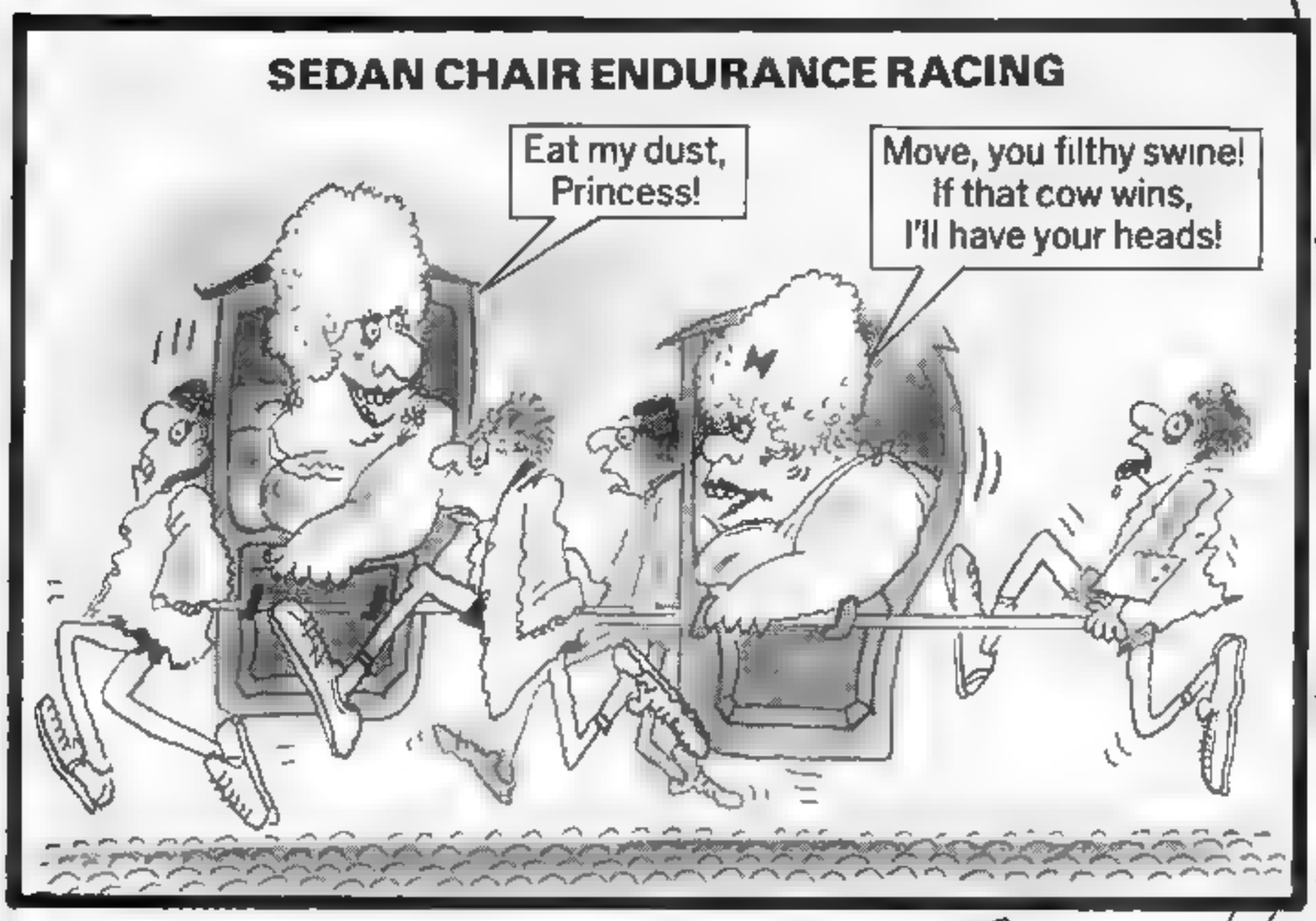
No way!

SPORTING EVENTS gone by...

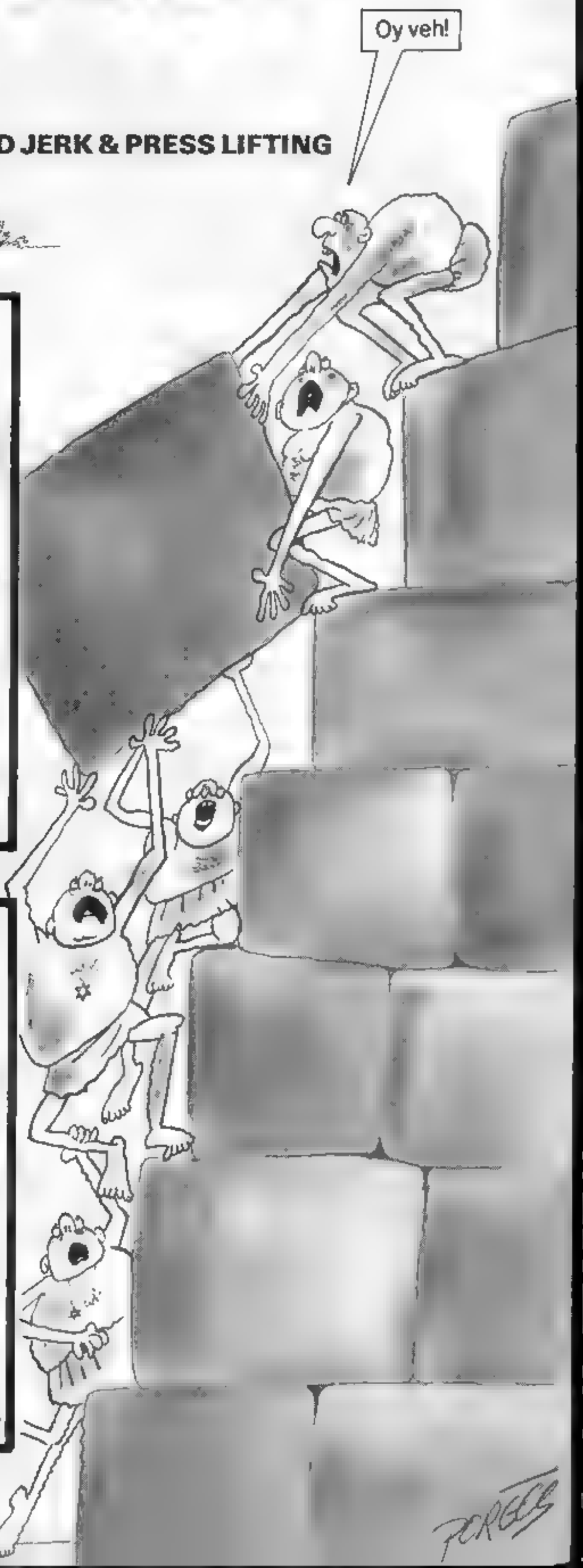
PAUL PETER PORGES

WILD WEST AEROBIC DANCING

SEDAN CHAIR ENDURANCE RACING



PYRAMID JERK & PRESS LIFTING



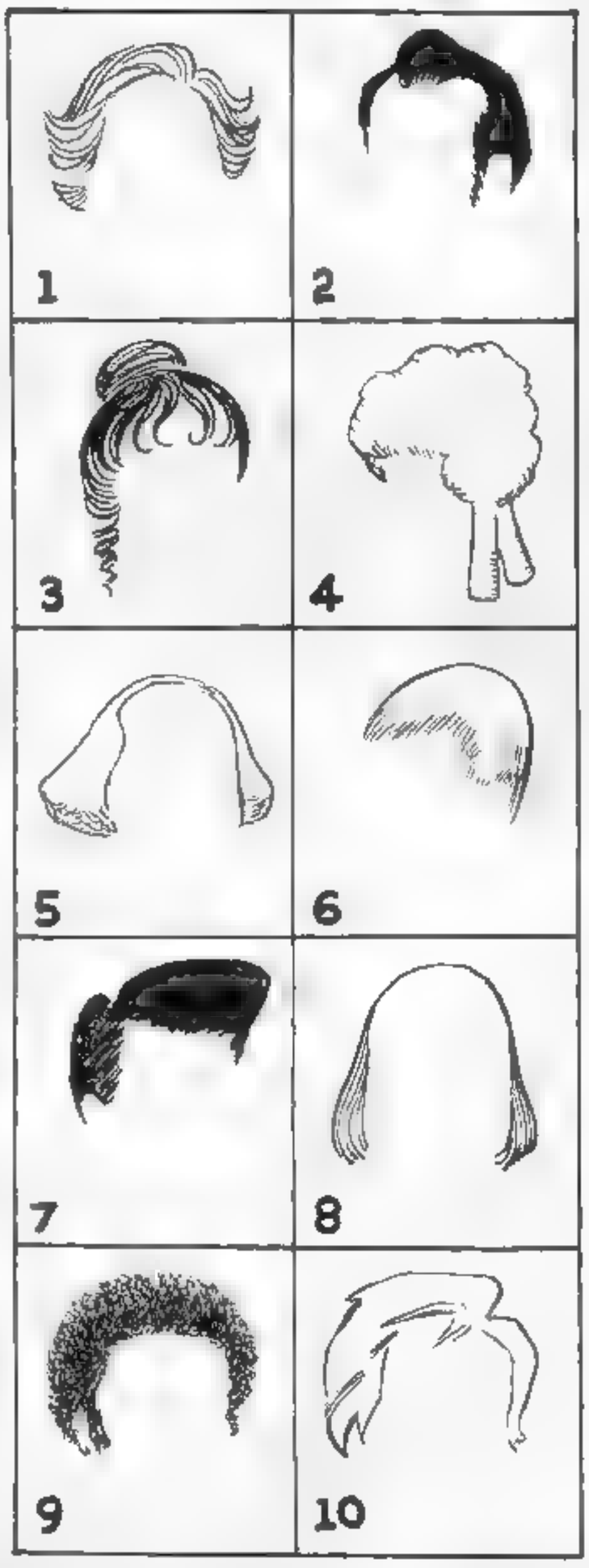
CAPITOL GAMES DEPT.

If you've ever been unlucky enough to see a copy of The Congressional Record, you're already aware that it's the most boring publication in America! We think it would be a lot more fun to read if its editors added a feature like this one, which we call

MAD'S CONGRESSIONAL RECORD

HAIR STYLE ROULETTE

WASHINGTON, DC HAS SEEN MANY NOTABLE HAIR STYLES COME AND GO OVER THE YEARS... CAN YOU MATCH THE PERSON WITH THEIR FAMOUS WASHINGTON HAIR STYLE?



A TIP O'NEILL

B TED KENNEDY

C BEN FRANKLIN

D RONALD REAGAN

E GEORGE WASHINGTON

F ABE LINCOLN

G MARTHA WASHINGTON

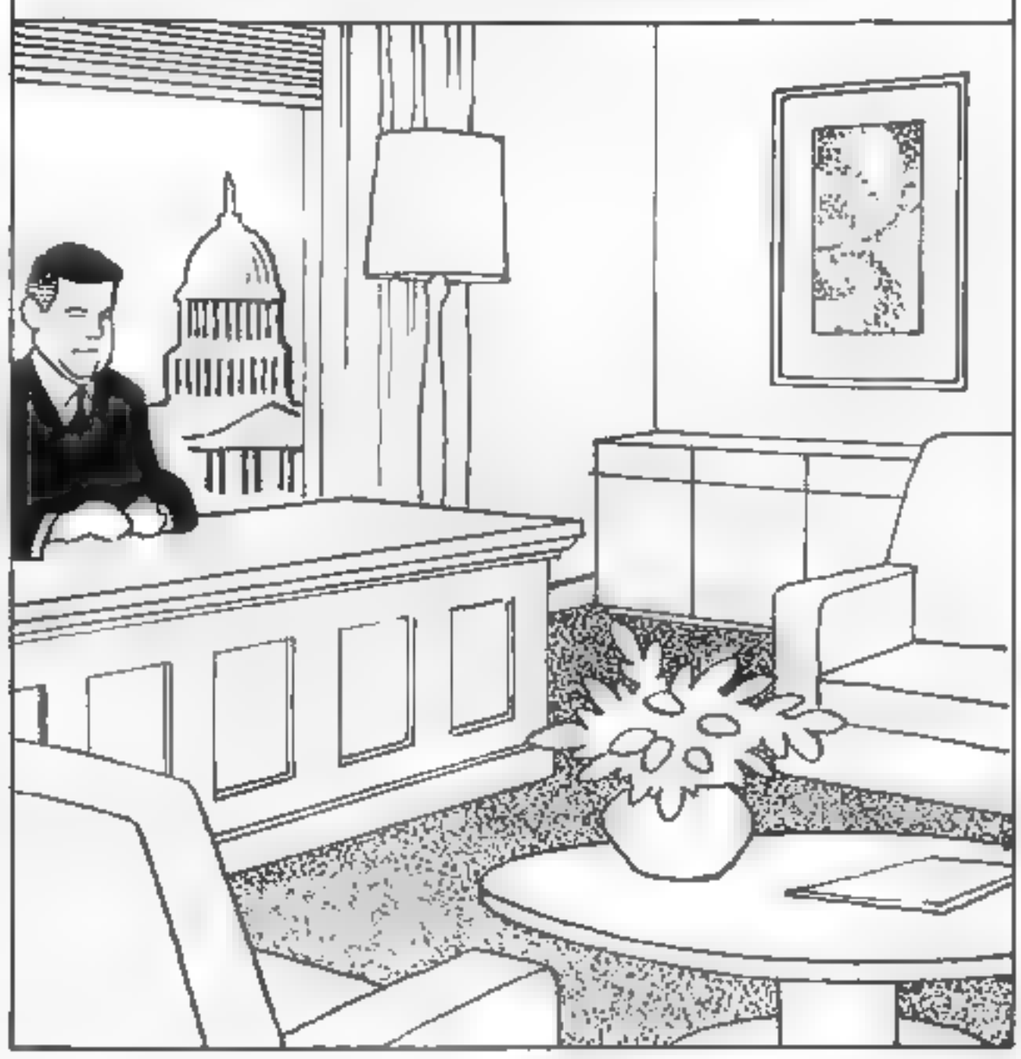
H FRANK SINATRA

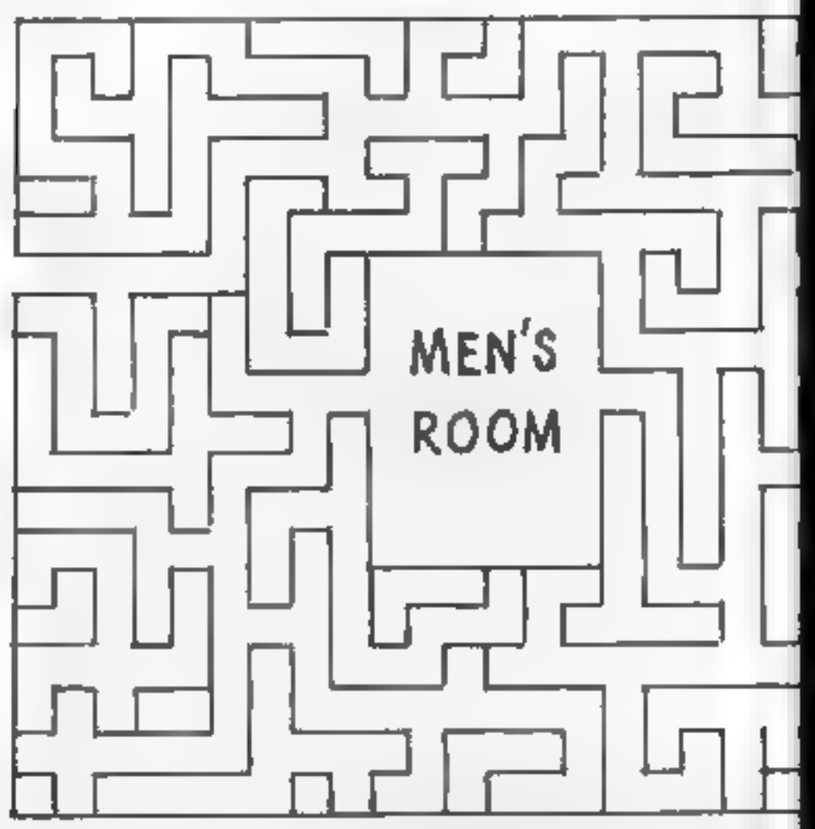
I JESSE JACKSON

J DOLLY MADISON

K NONE OF THE ABOVE

WHAT'S WRONG WITH THIS PICTURE?





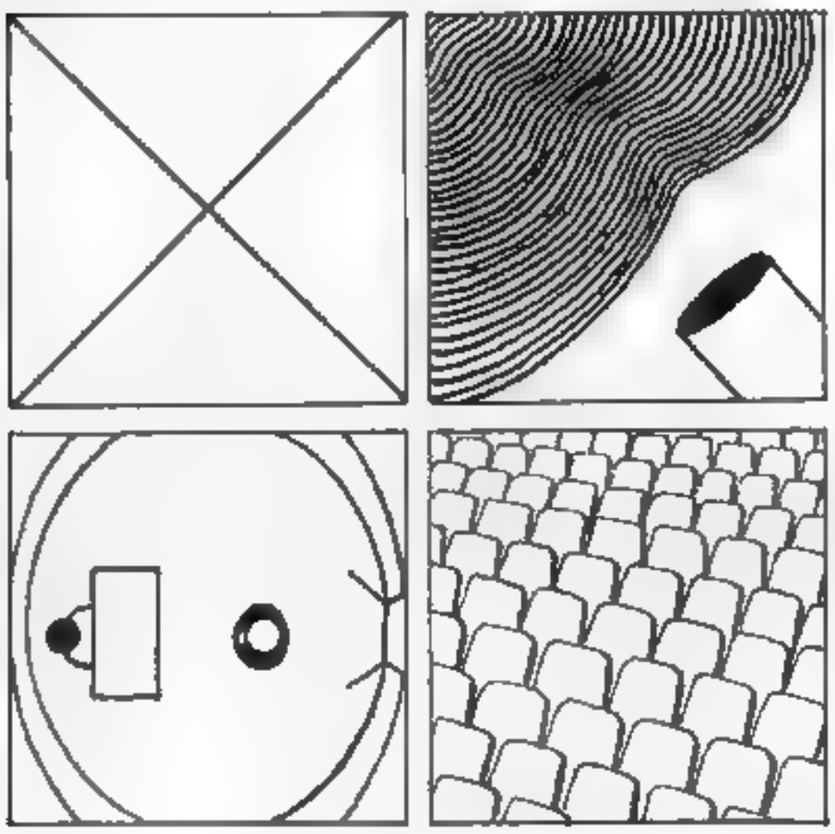
PUZZLE PAGE

ARTIST: BOB CLARKE WRITER: DON EDWING

WHAT IS THIS ON THE LEFT?

WASHINGTON EYE PUZZLERS

CREATE AN APPROPRIATE TITLE FOR EACH OF THE EYE PUZZLERS BELOW.



CONGRESSIONAL MAZE

SEE IF YOU CAN GET THE CUTE NEW CONGRESSIONAL PAGE IN AND OUT OF THE MEN'S ROOM BEFORE THE CONGRESSMAN CAN CATCH HIM!

QUOTE QUIZ

MATCH THE FIGURE ON THE LEFT WITH THE PHILOSOPHY ON THE RIGHT

1 SENATE REPUBLICANS

2 HOUSE DEMOCRATS

3 THE PRESIDENT

4 NANCY

IF IT WEREN'T FOR ME... THE DEFICIT WOULD BE IN WORSE SHAPE!
A
WHAT'S FOR LUNCH?
B
MY PLAN FOR THE NEW TAX PLAN IS THE ONLY ONE!
C
I'LL TAKE THE RESPONSIBILITY AND CREDIT FOR ALL THE NATION'S UPSWING!
D

FOR ANSWERS, TURN TO THE FOLLOWING PAGE →

PUZZLE PAGE ANSWERS

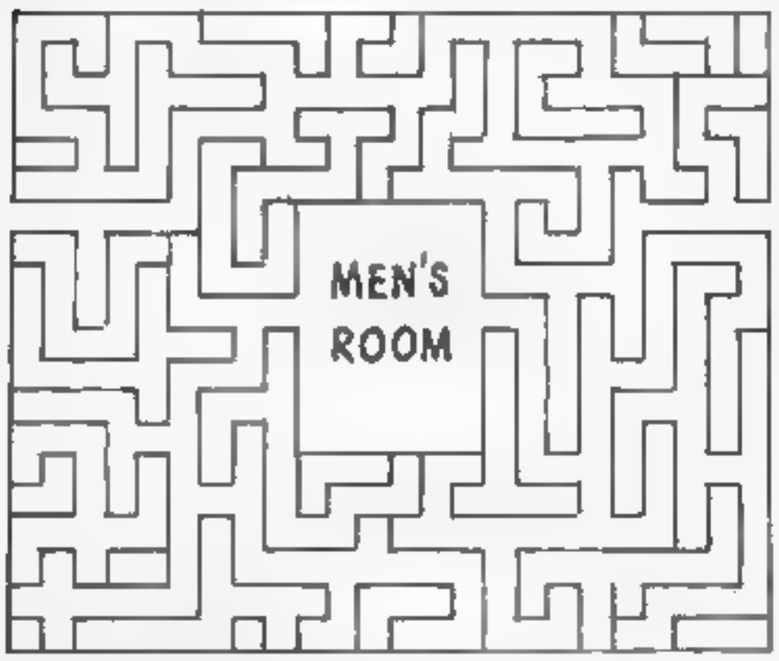
ANSWER TO HAIR STYLE ROULETTE

CLEVER YOU !!

K IS CORRECT... ALL THE HAIR STYLES WERE WORN BY LIZ TAYLOR* AT ONE TIME OR OTHER.

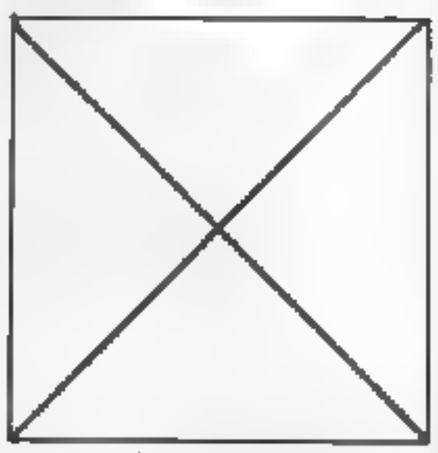
*EX-WIFE OF WASHINGTON'S SENATOR WARNER

SOLUTION TO CONGRESSIONAL MAZE



FORGET IT! THERE'S NO WAY A PAGE CAN ESCAPE THE FACTS OF LIFE !!

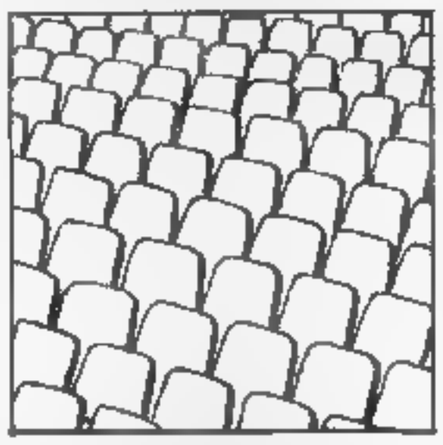
EYE PUZZLER ANSWERS



BIRD'S-EYE VIEW OF WASHINGTON MONUMENT

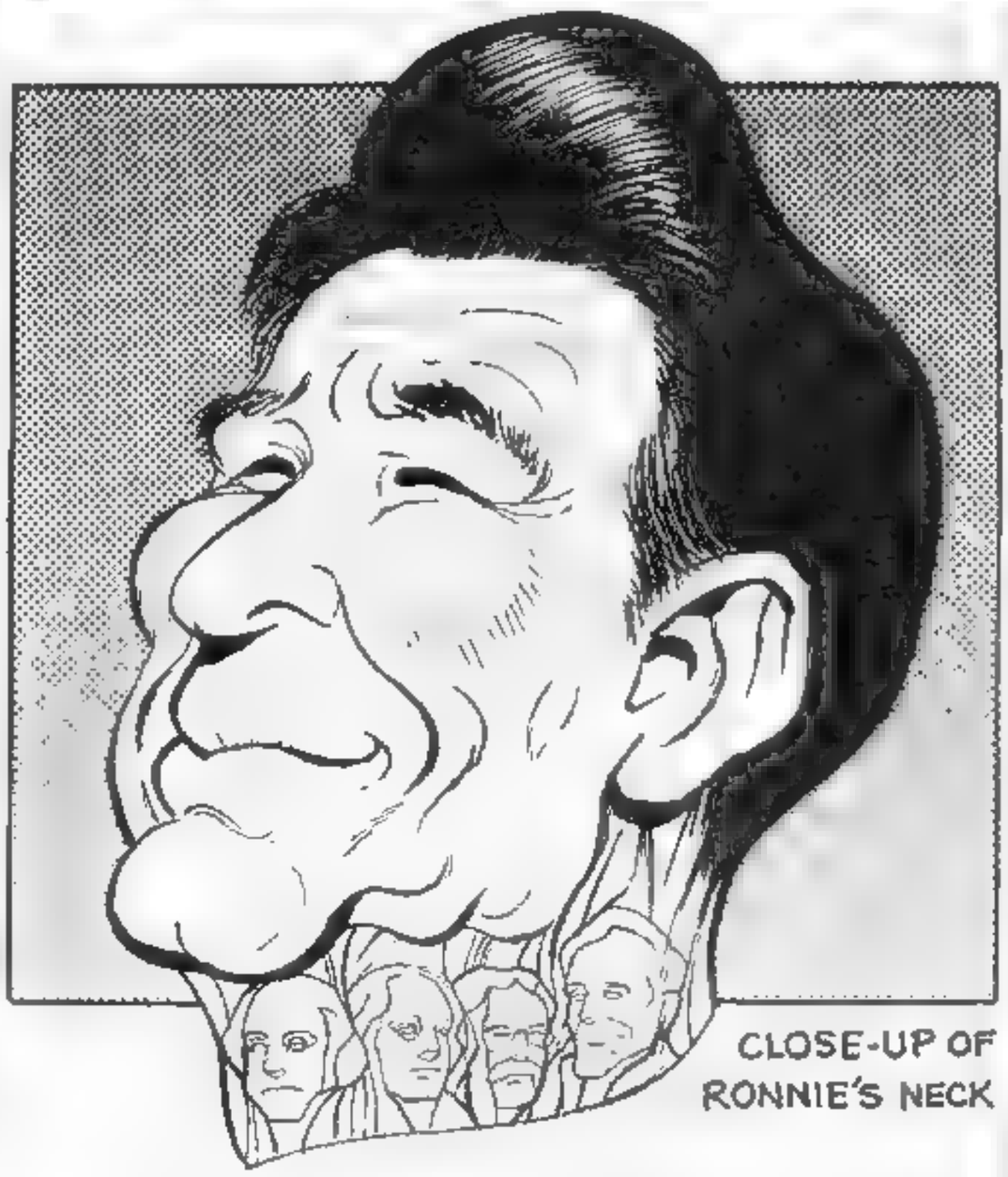
REAGAN BLOW-DRYING HIS HAIR

BIRD'S-EYE VIEW OF TIP O'NEILL IN THE OVAL OFFICE



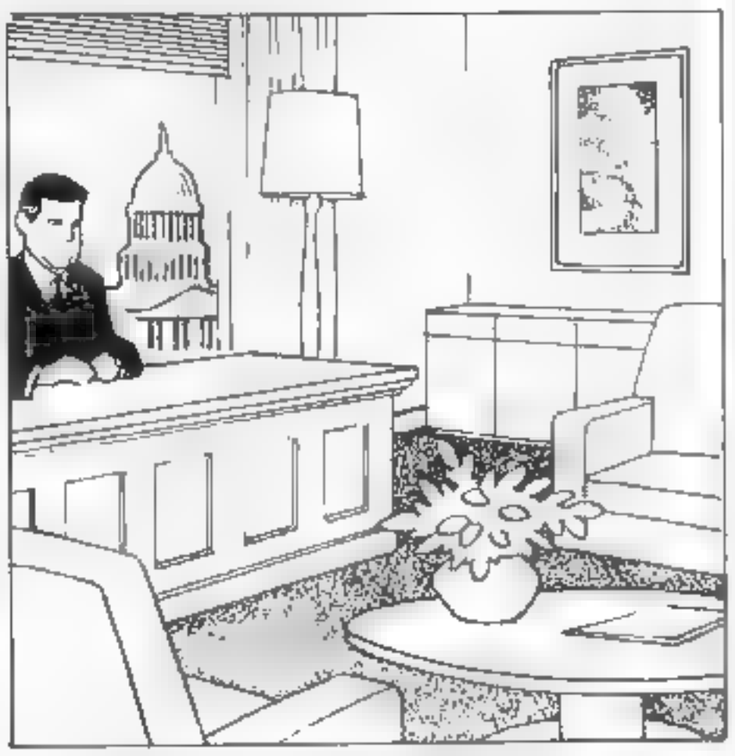
CONGRESS ASSEMBLY HALL SEATS, TEN SECONDS AFTER RECESS IS CALLED!

ANSWER TO WHAT IS THIS ?



CLOSE-UP OF RONNIE'S NECK

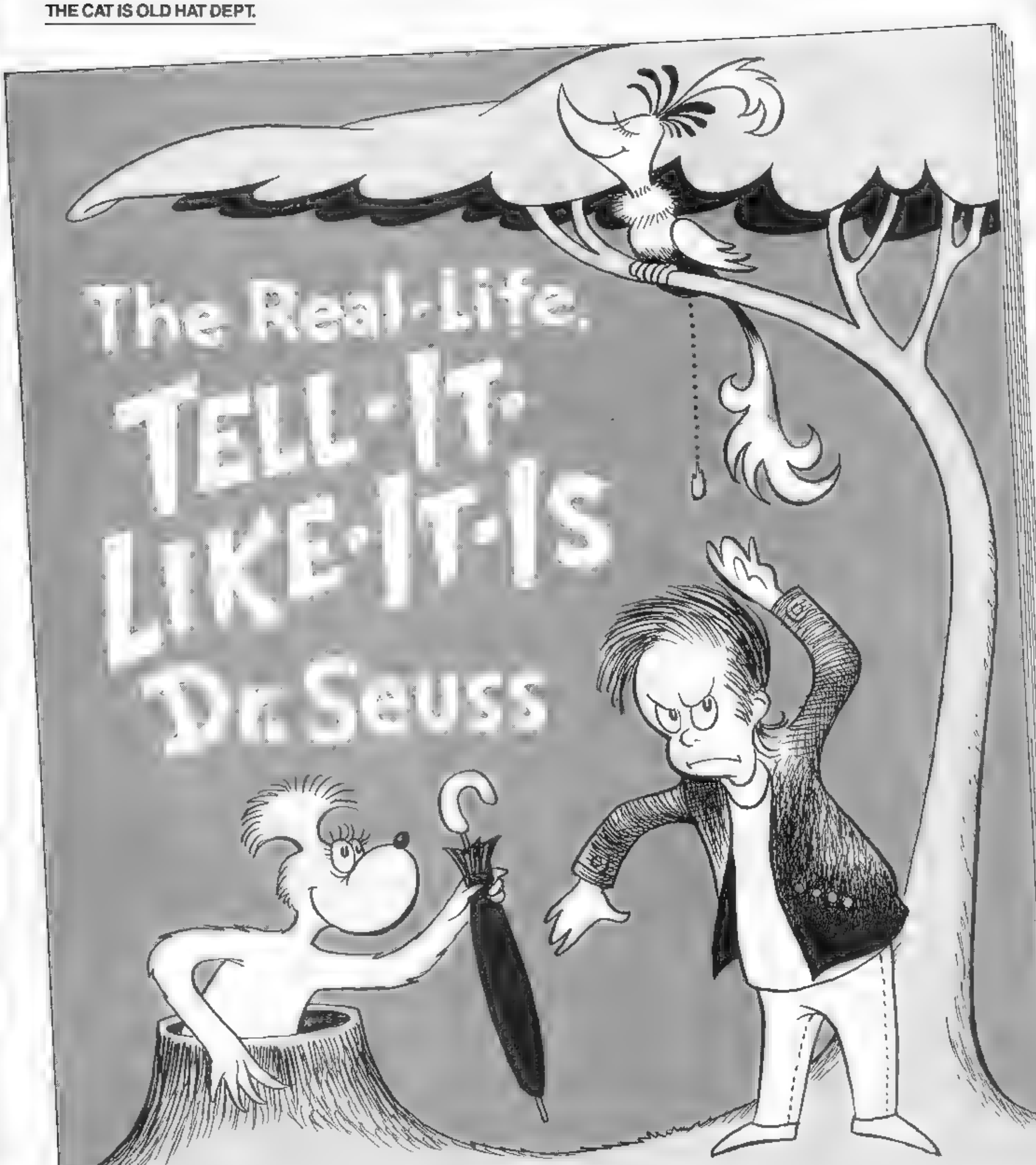
ANSWER TO WHAT'S WRONG WITH THIS PICTURE ?



RUN FOR IT... IT'S AN ABSCAM SET-UP!

ANSWERS TO QUOTE QUIZ

1. (B) 2. (B) 3. (B) 4. (A) (C) (D)



The story's for kids who once dug Dr. Seuss,
But now feel that his tales have no practical use;
So let's hope that these pages are more on the mark,
With rhymes by **FRANK JACOBS** and pics by **BOB CLARKE!**

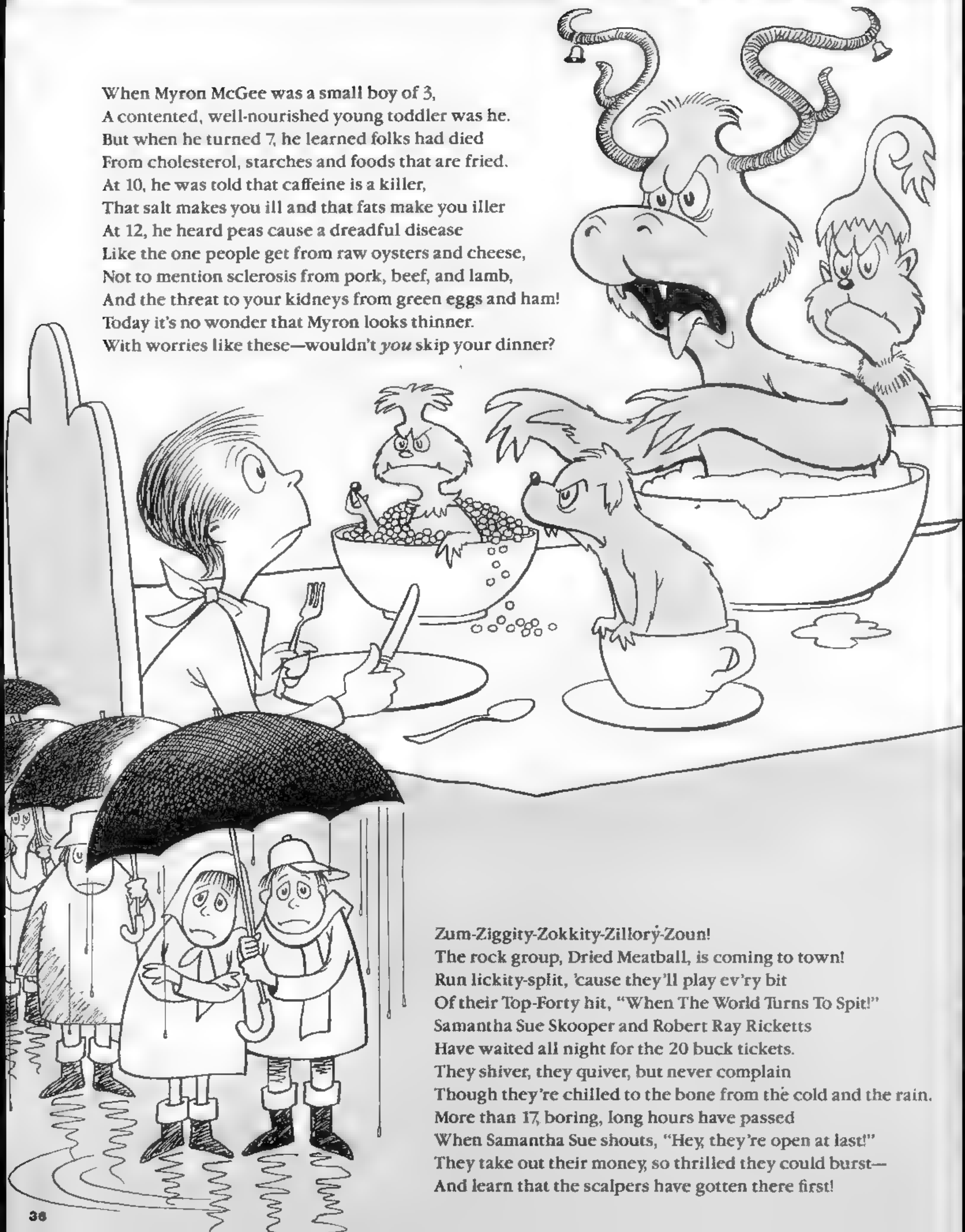
This mixed-up young fellow is Gregory Green,
Whose folks were divorced when he'd just turned 13.
His Dad's very keen on a Waitress, Doreen,
Once the wife of Eugene, who's now wed to Maxine.
His Mom lives with Dean, on the outs with Eileen,
Who brought home a Marine whom she met in Racine.
Doreen has three kids, Elmer, Gus and Irene,
And may soon have a fourth, if you know what we mean.
While Dean has two daughters, Pauline and Francine,
Also two sets of twins from his first wife, Colleen.
If you now understand this bewildering scene,
Then we hope you'll explain it to Gregory Green!

Great Gumballs! Whatever's the matter with Clarence?
It's 7 p.m. and he can't find his parents!
His face is as sad as a basset-hound puppy's,
Which happens when parents are high-powered Yuppies.
His Dad, if you please, is a very big cheese,
Making millions in fees from long trips overseas.
His Mom's on the go, a VP, don't you know,
Pulling down lots of dough for a big TV show.
Their faces young Clarence can barely remember;
The last time he saw them was back in September.
He's now so fed up with this lonely routine
That he'd even trade places with Gregory Green!

Have you heard of young Benjamin Brilligan Beales
Who wanted to purchase his first set of wheels?
He eyed a used '68 Chevy Deluxe,
But the bank wouldn't loan him the 600 bucks.
Well, Ben really wanted that snaffulous car,
So he sold his Atari and old VCR,
His 53 tapes of The Boss and Madonna,
His album of stamps from Zimbabwe and Ghana,
His autographed pic of Sylvester Stallone,
His seven-speed bike and his Mickey Mouse phone.
When he counted the proceeds, he felt very grand,
Holding 600 bucks in his hot little hand.
Let's hope that young Ben isn't lacking endurance;
He'll need twice as much for the cost of insurance!

At the age of 15, Steven Sedgwick St. Surls,
Loves to spend his free time with available girls.
His buddies agree he's a stud who can make out
With any young lady he's chosen to take out.
Now Steven's an expert on sex and seduction.
He's read tons of books and he's taken instruction.
He's learned what to say when he's turning on chicks.
He's mastered the moves and he knows all the tricks.
He's learned how to fondle and how to caress—
Now all that he needs is a girl who'll say "Yes."

When Myron McGee was a small boy of 3,
A contented, well-nourished young toddler was he.
But when he turned 7, he learned folks had died
From cholesterol, starches and foods that are fried.
At 10, he was told that caffeine is a killer,
That salt makes you ill and that fats make you iller
At 12, he heard peas cause a dreadful disease
Like the one people get from raw oysters and cheese,
Not to mention sclerosis from pork, beef, and lamb,
And the threat to your kidneys from green eggs and ham!
Today it's no wonder that Myron looks thinner.
With worries like these—wouldn't *you* skip your dinner?

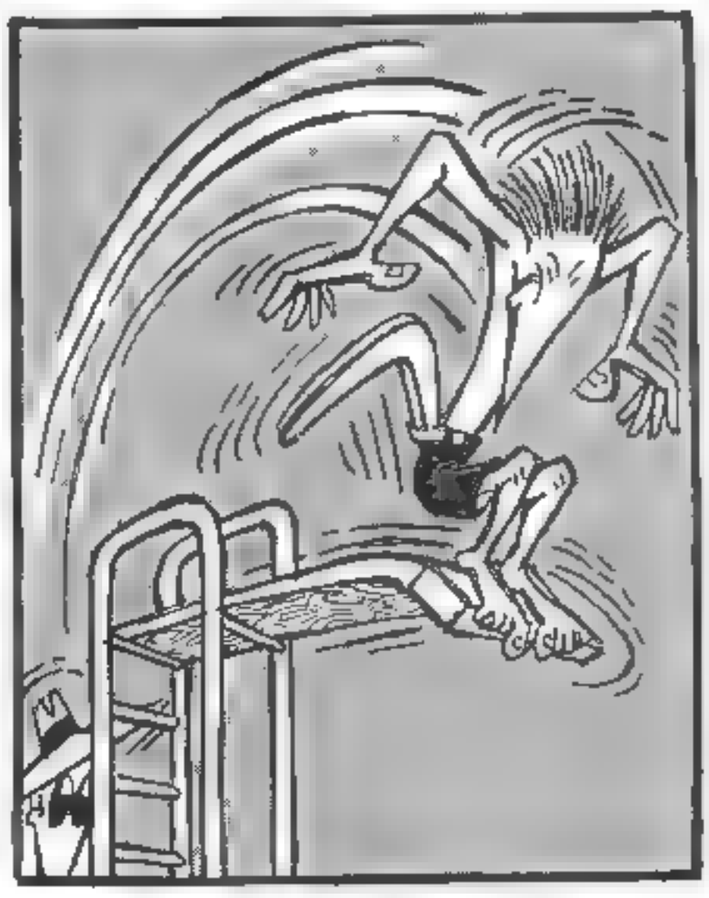


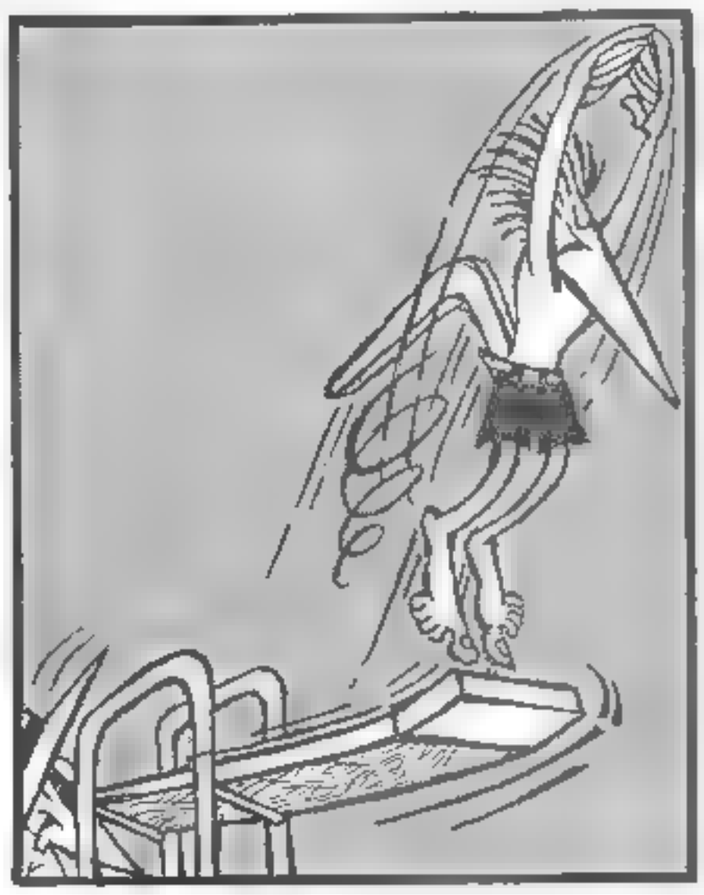
Zum-Ziggity-Zokkity-Zillory-Zoun!
The rock group, Dried Meatball, is coming to town!
Run lickity-split, 'cause they'll play ev'ry bit
Of their Top-Forty hit, "When The World Turns To Spit!"
Samantha Sue Skooper and Robert Ray Ricketts
Have waited all night for the 20 buck tickets.
They shiver, they quiver, but never complain
Though they're chilled to the bone from the cold and the rain.
More than 17, boring, long hours have passed
When Samantha Sue shouts, "Hey, they're open at last!"
They take out their money, so thrilled they could burst—
And learn that the scalpers have gotten there first!

SPY
VS
SPY

INTERNATIONAL SPY DIVING TOURNAMENT
JUDGES

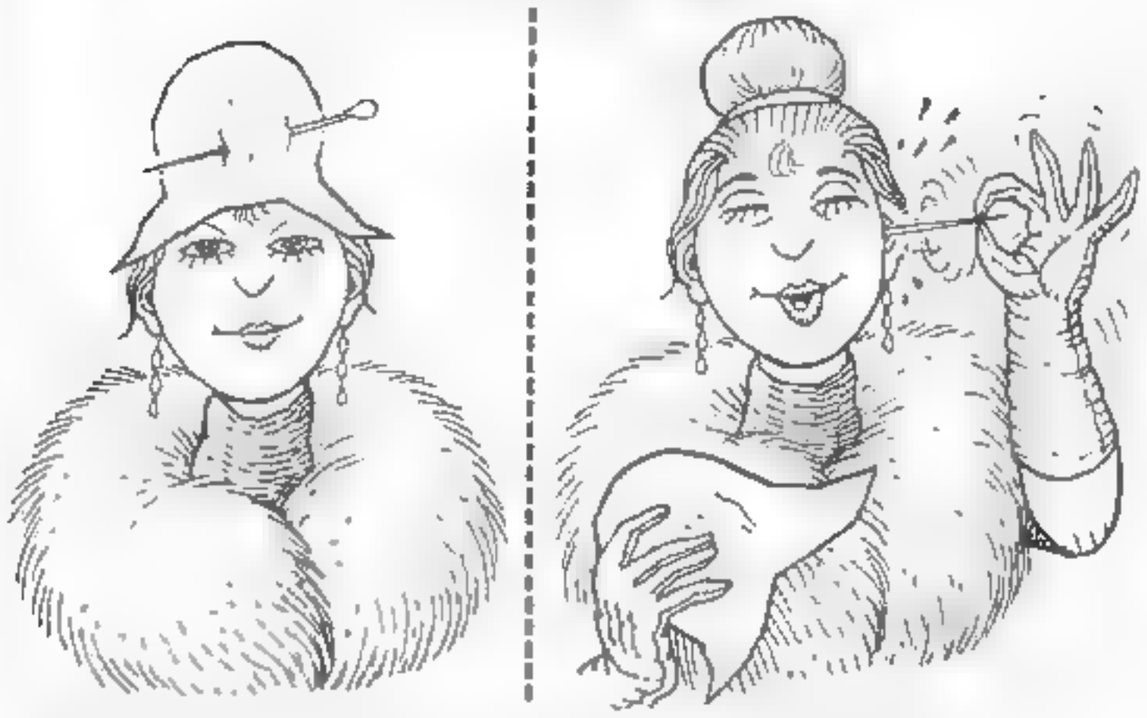
AUSTRALIAN TEAM





JUDGES

Q-TIP HAT PIN



Keep your hat on and your ears clean! Stainless steel hat pin is the perfect addition to any wardrobe. Head of pin is covered with hand-spun cotton to safely clean your ears, cassette heads or navel!

SHOELACE DENTAL FLOSS

Got something stuck between your teeth? Just pull out one of the strands of dental floss entwined in your shoe laces and get rid of the disgusting food particle! Approved by the American Dental Association!

CAR DOOR LOCK-LIFTER EARRINGS

Ever lock yourself out of your car and not have an extra key? Simply attach the two telescoping metal earrings together and pop yourself back into the car!

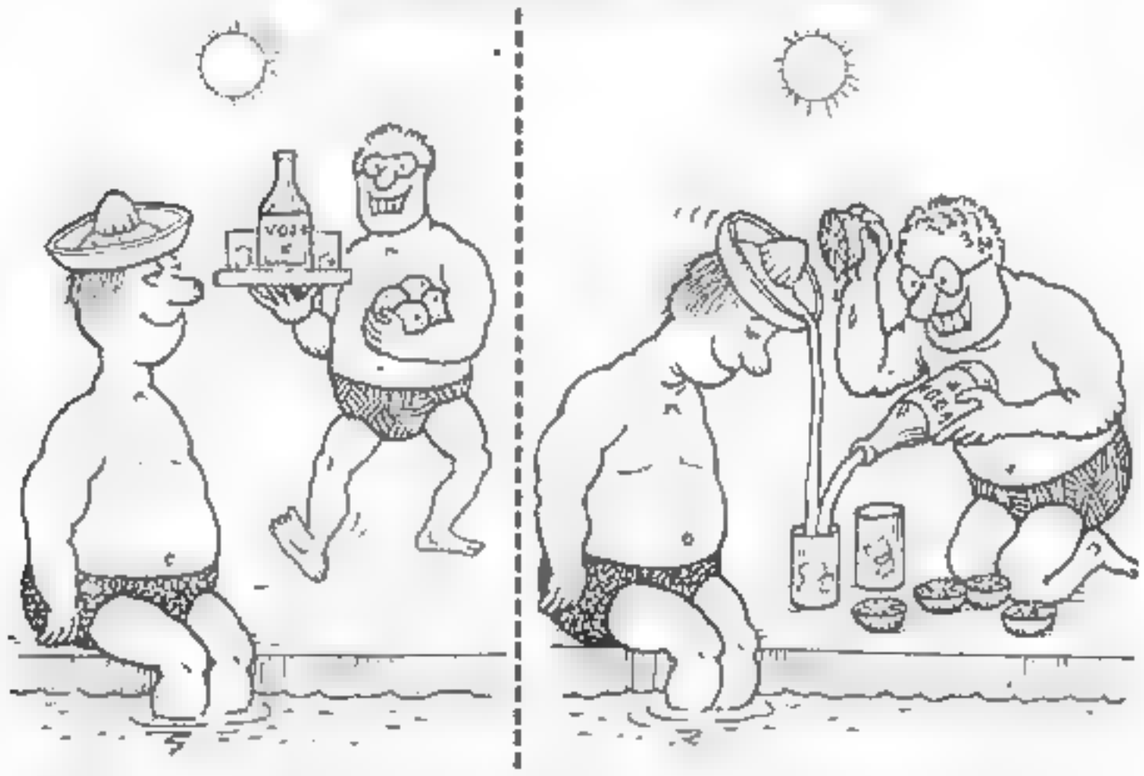
UTILIZE-CAPADES DEPT.

Everything in this article serves a dual purpose, except this intro, which serves no purpose at all! If

MAD'S DUAL CLOTHES ACCESSORIES

ARTIST- AL JAFFEE

SOMBRERO ORANGE JUICER

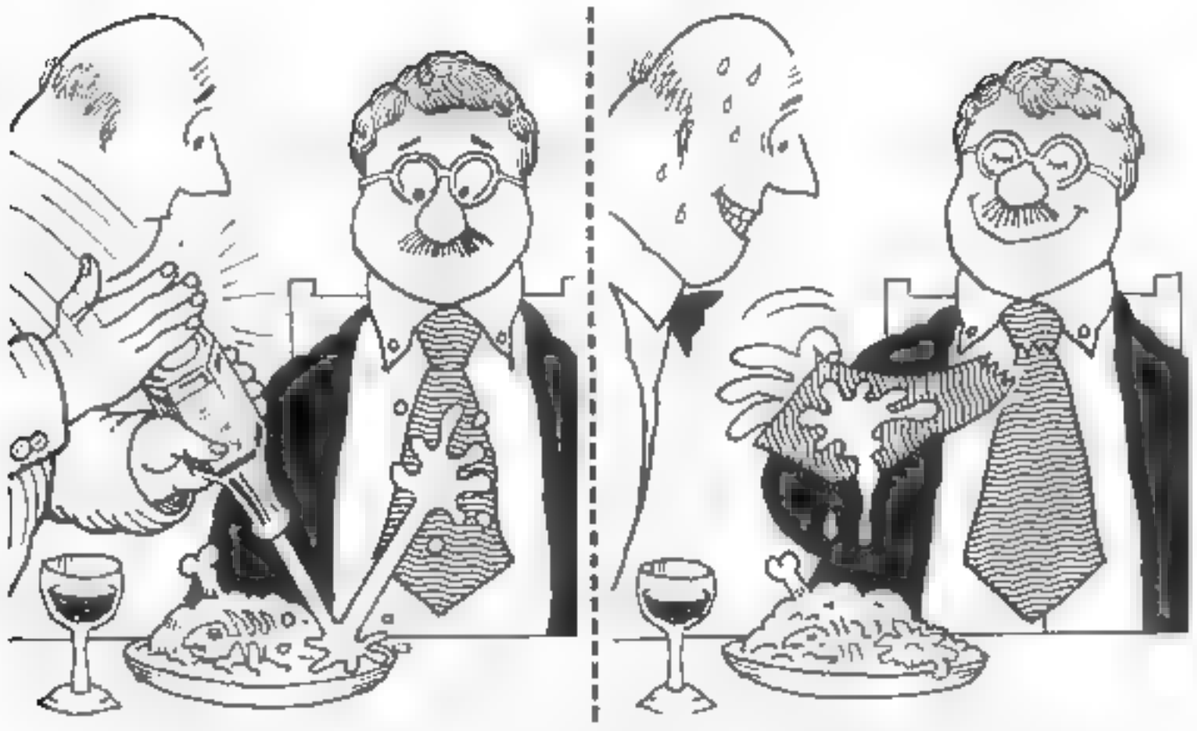


Hats off to this invention! What better way to keep the sun out of your eyes and vitamin "C" in your body! Just squeeze oranges on hardened steel top to make as many screwdrivers as needed on hot days!

TOUPEE TEA COZY

Hot tea all day! This grooming accessory will keep your teapot steaming! Uniquely designed from human hair, fits most standard tea pots. Available in blonde, brunette, and silver blue for older folks.

NAPKIN TIES



Tie stained? No problem! Just rip off another sheet and you're ready for a night on the town or that big meeting. Also handy if you run out of toilet paper!

you don't understand what this article is about just from the title, then you probably don't need...

L PURPOSE HING SORIES

WRITER: MARK A. DRESSLER

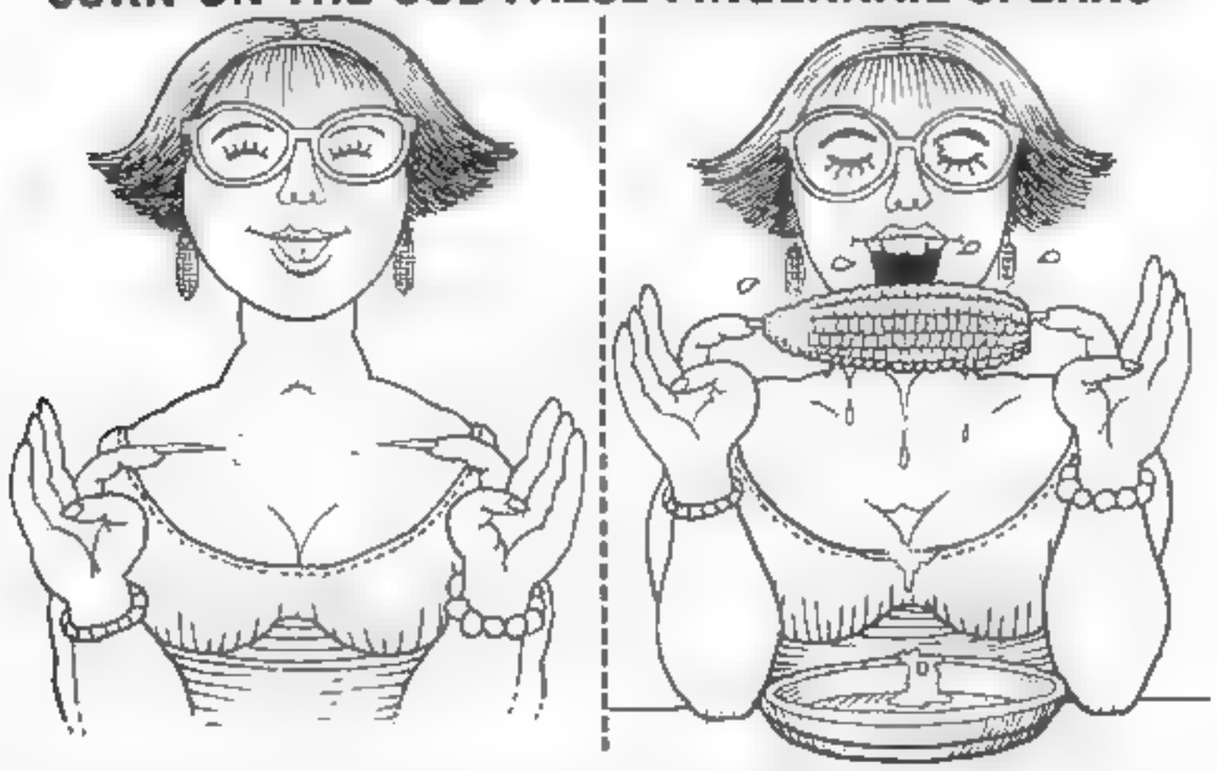
PEARL NECKLACE BIRTH CONTROL PILLS

Don't leave home without them! Convenient! Practical! Great for those mornings when you left the house in a rush! Also available: Diaphragm earmuffs

SUBWAY TOKEN CUFFLINKS

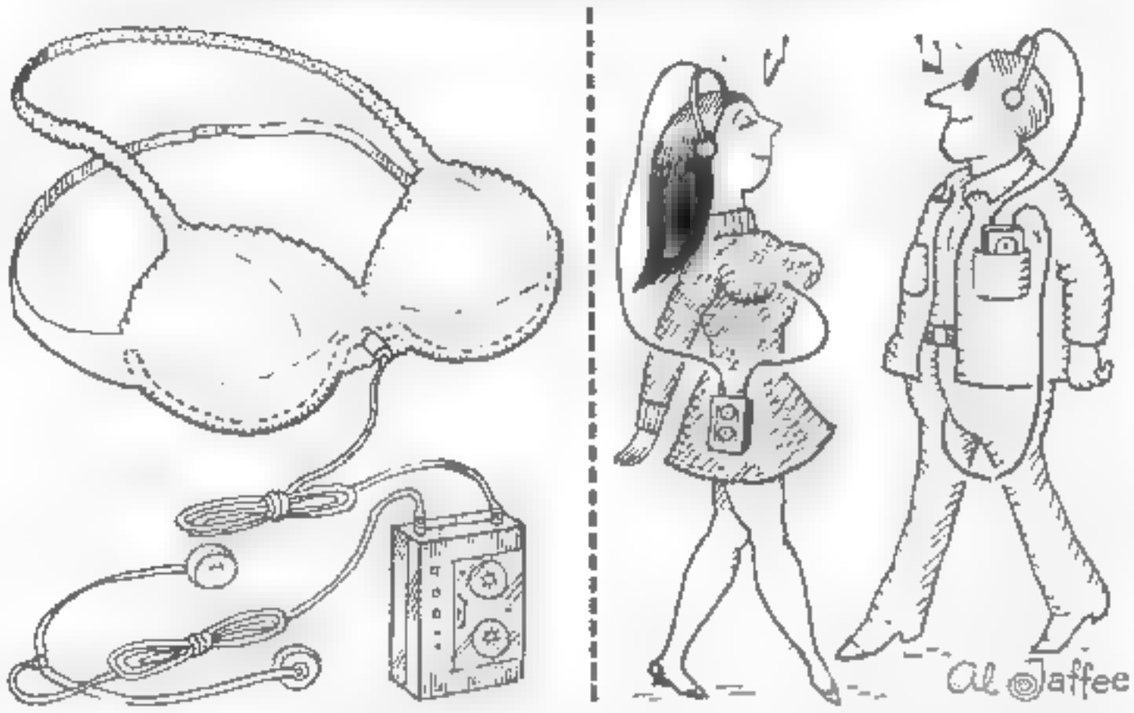
A must for any city dweller! With these decorative cufflinks you can get mugged and still take a subway home! Also available: matching token tie clip!

CORN-ON-THE-COB FALSE FINGERNAIL SPEARS



Enjoy corn-on-the-cob without all the fuss and mess! Index fingernails have sharpened elongated tip to spear corn for carefree eating. Also great for cocktail parties when there aren't any toothpicks left!

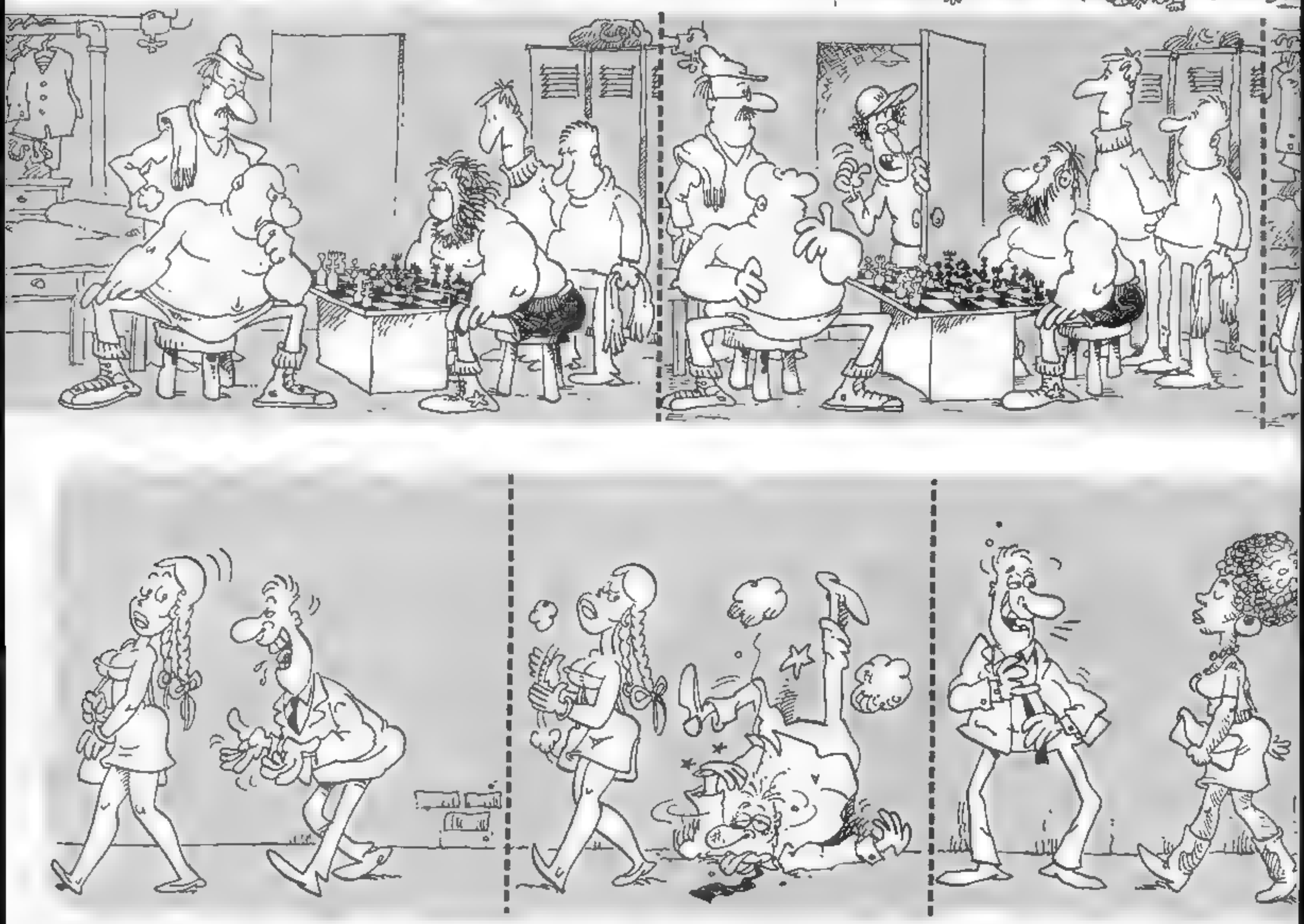
UNDERWIRE BRA ANTENNA



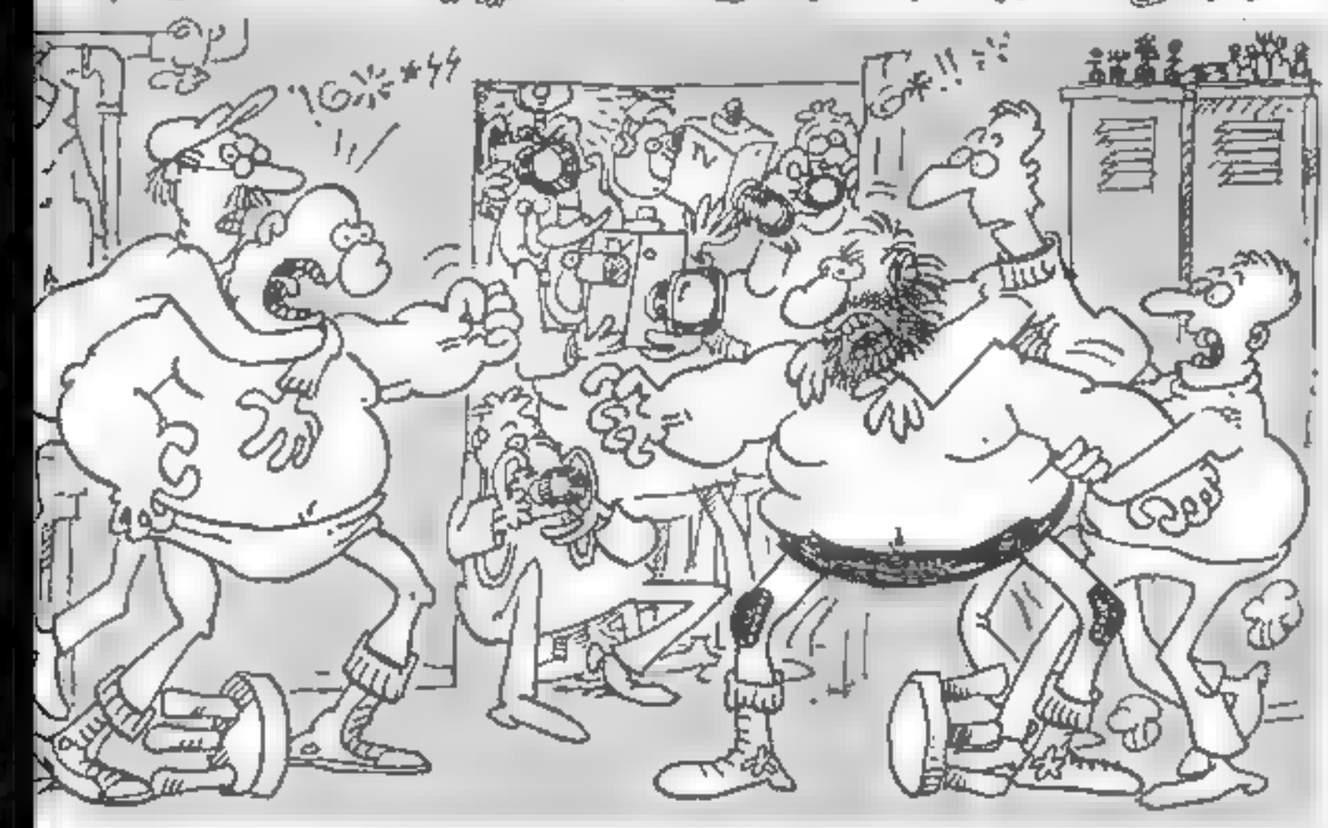
This sexy sporting accessory is really a powerful FM Antenna! Simply plug your Walkman into this specialized piece of underwear and you're all set! The bigger the cup size, the better the reception! Men—get the all-new Underwire Athletic Supporter!

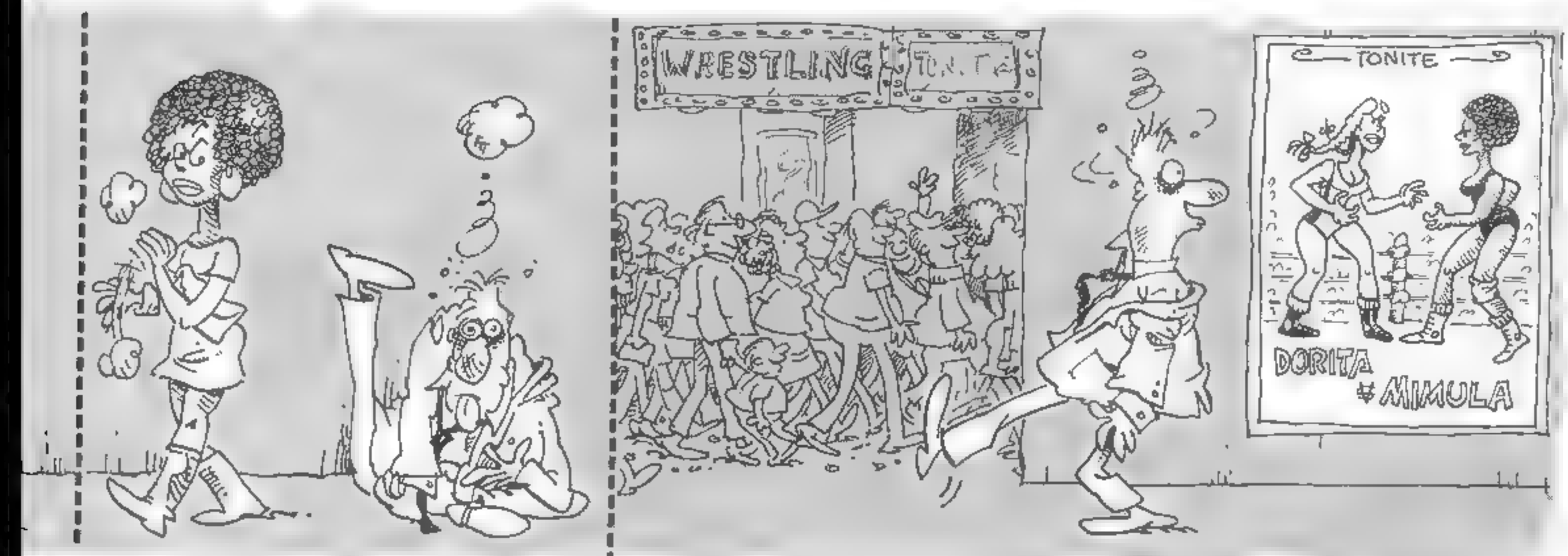
SERGIO ARAGONES DEPT.

A MAD LOOK AT PRO

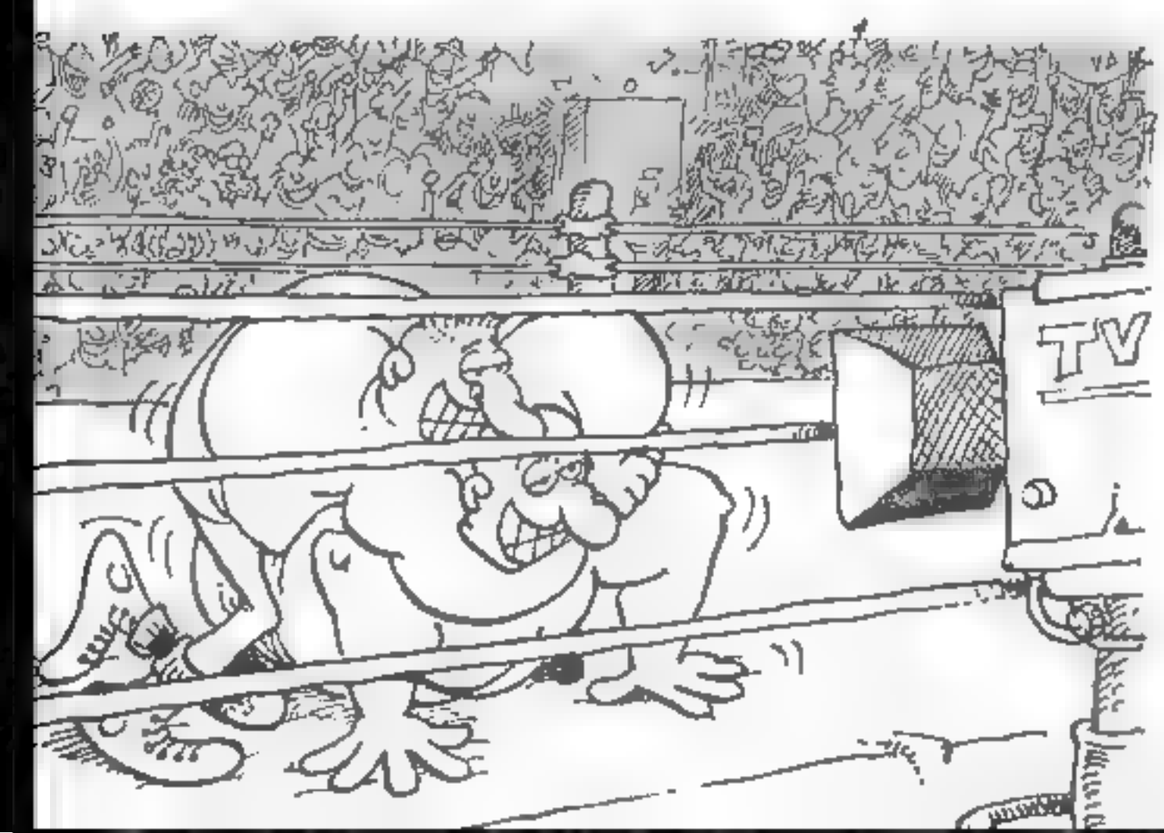


WRESTLING

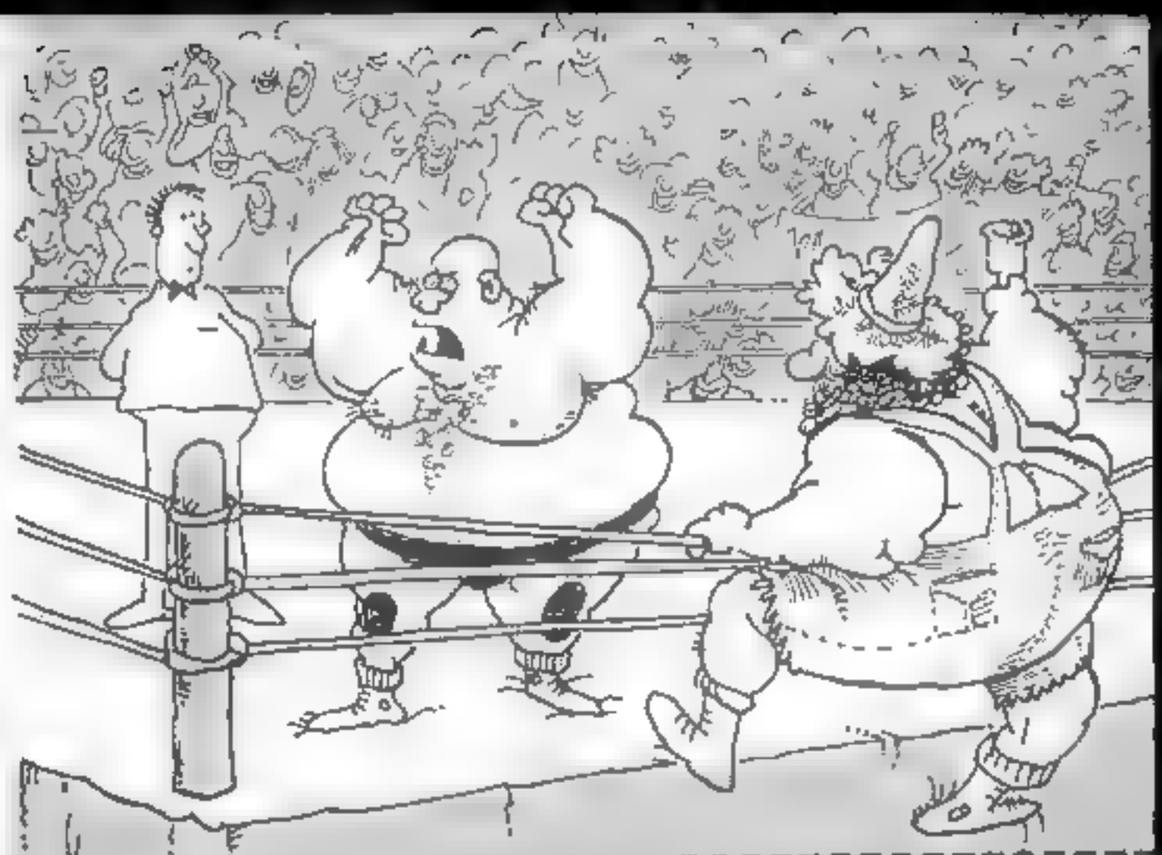


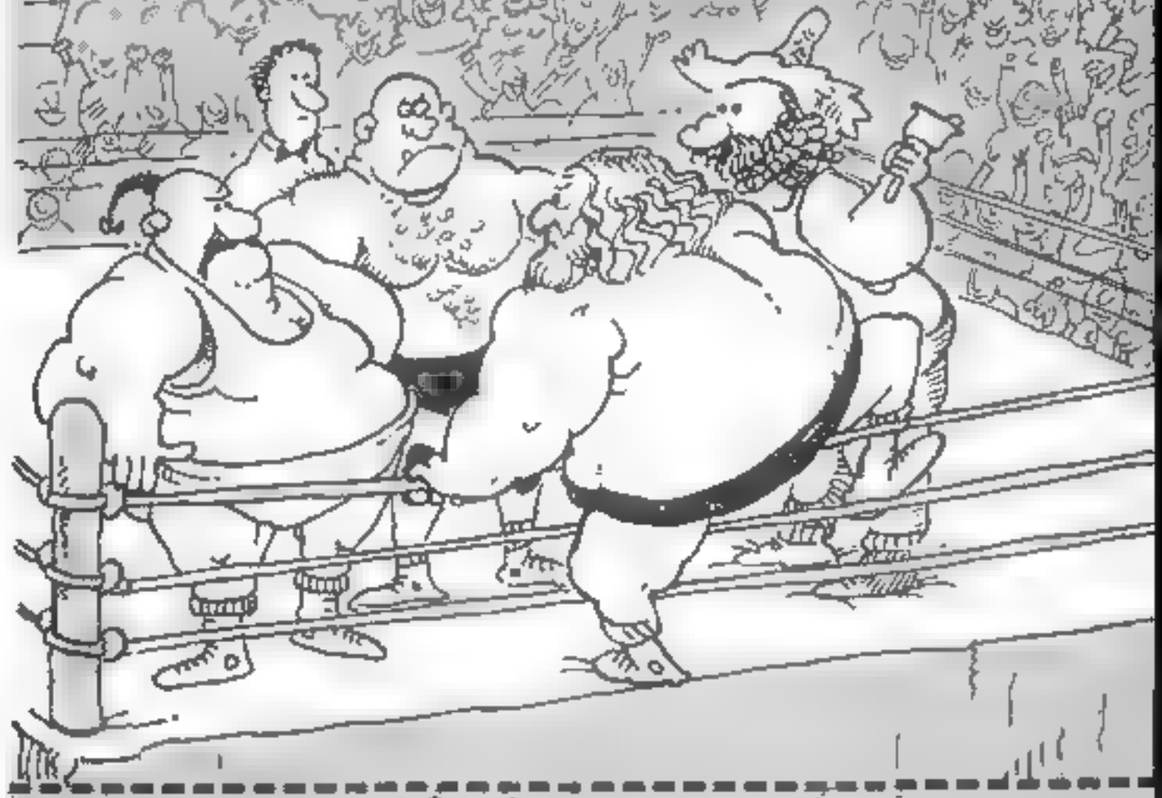


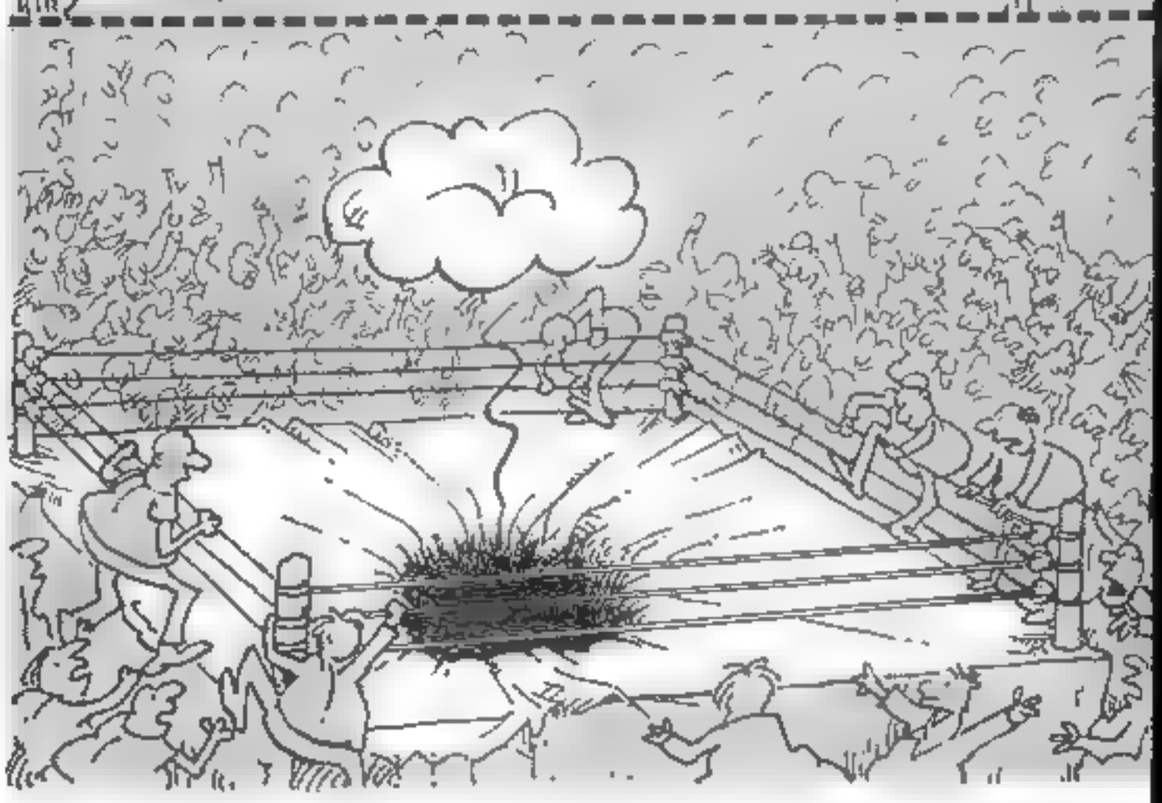
WRITER AND ARTIST: SERGIO ARAGONES



HOME
SWEET
HOME







DRESSING
ROOM

MIRACLE DIP DEPT.

There's a syrupy, sickeningly sweet television show on the air that exploits the sick, elderly and needy. It's about a goody-two shoes angel who reforms non-believers and restores their faith by spouting a few well-worn clichés in each episode. It's true he may be showing them the road to salvation, but he's leading the rest of us down a...

My name is **Yawnaton Snit.** I'm an **angel!** I go from place to place brightening people's lives by telling them that every **cloud** has a **silver lining**... that it's always **darkest** before the **dawn**... that into everyone's **life,** a little **rain** must fall I could go on, but I promised the **American Diabetes Foundation** that I'd limit my sugar-coated **cliches** to **six per minute!**

I'm **Murk,** a crusty, clichéd, heart-of gold **buffoon.** It is written, "We are **all** created in the **image** of the **Lord"!** Yawnaton says in **my** case, the Lord made an **exception!**

I'm the **Flying Nun!** I'm here to remind us all of how TV **used** to treat religious subjects—with **respect, dignity** and **good taste!**

I'm a cute, loveable child with some **horrible disease!** As Producer, **Michael Landon** uses me in most episodes to inspire **hope** and **guarantee tears.** But since MAD refuses to **stoop** that **low** and use me in their satire, I'm just going to **die** right here! *Gasp!*

I'm **God.** Michael Landon and I have a **deal.** I get to do bit parts on his show, and in return I grant him **miracles**—like letting this show be a **hit!**

ANGELS

What's **wrong** with Yawnaton's **hair?!?** It's styled three feet **over** his head!

That's to **hide** the **halo** he wears under it!

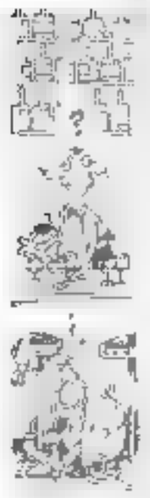
Why doesn't Yawnaton go to where he's **really** needed—like **Iran?**

RETCH IN PEACE
CUTE, LOVABLE, CHILD

Iran! **Never!** It's full **of Arabs** and **Ayatollahs!** There are some things **beyond** even **God's power!**

MORT DRUCKER

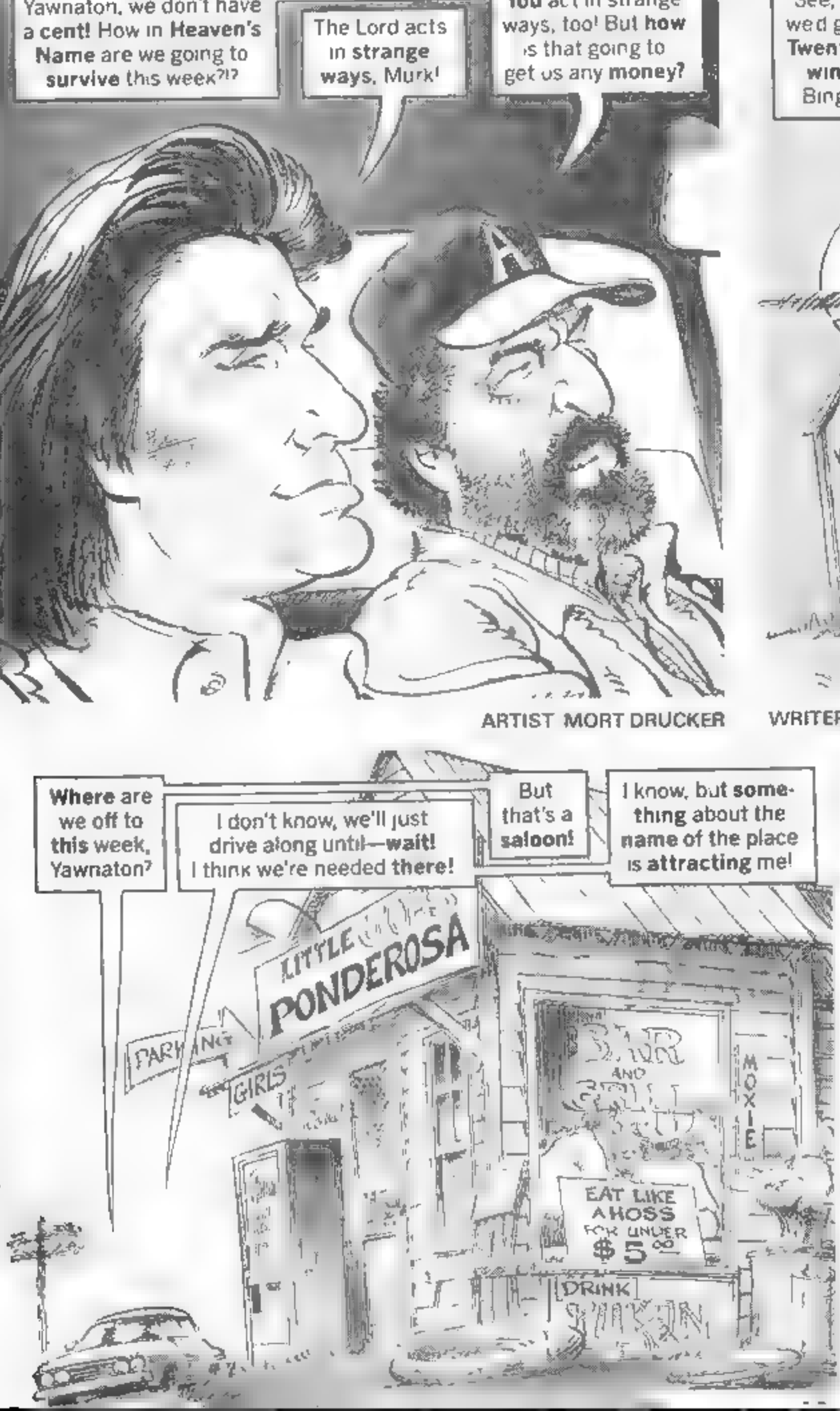
HIGHWAY TO HEAVING



Yawnaton, we don't have a **cent!** How in **Heaven's Name** are we going to **survive** this week?!?
The Lord acts in **strange ways**, Murk!
You act in strange ways, too! But **how** is that going to get us any **money?**

See, I **told** you we'd get money! **Twenty** straight **wins** in that Bingo game!
But what about those **poor people** in there? How could the Lord **gyp** them so badly?
The Lord had **nothing** to do with it! I worked out a **deal** with the pastor of the church. We **split** everything **50-50!**
ST. BINGO
WORSHIP NOW GET PAID LATER

ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO


Where are we off to **this** week, Yawnaton?
I don't know, we'll just drive along until—**wait!** I think we're needed **there!**
But that's a **saloon!**
I know, but **something** about the **name** of the place is **attracting** me!
LITTLE PONDEROSA
PARKING
GIRLS
BAR AND GRILL
MOXIE
EAT LIKE A HOSS FOR UNDER $5.00
DRINK

Wow! The audience thinks **that kid** is **fantastic!**
Don't be **so sure** that applause is for the **kid!** A **rerun** of "Little House On The Prairie" just came on the TV in the bar!

Listen, kid. You heard the **applause** and **screaming** for encores after you performed. I'll level with you. You're **average.** But I'll take a **long-shot** and put you under a **200-year, iron-clad** absolutely **unbreakable contract.**

Gee, **under contract,** I don't know.

Maybe you'd **prefer** being an **underground** rock star?

You mean playing **small select clubs?**

No, I mean an **UNDERGROUND** rock star! Like **Elvis!**

Gulp! "under **contract**" sounds **great!**

The percentage will be **the usual 15%.**

Well, at least **that's** fair! I'll **gladly** give **you** 15%!

Wise up! The 15% is for **you!** Here, **sign this!**

OOPS!

Sorry I **slipped!**

We're **cooks.** We'd like to **work** for you.

Soul Food! But we also make a mean **Angel Food** Cake with **Miracle** Whip!

Bite your **tongue!**

Who in **God's** name are **you?**

What's your **speciality?**

Hmm **Different!** You're **hired!** What the **hell!!**

Mr Ripoff, now that I'm under contract, can I have an **advance** on my **salary?** My family missed **one** rent payment in **25 years** and we now face **eviction!**

That must be some **rotten** landlord!

I'm the kid's **landlord!** He failed to say that I **already** gave him **one extension!**

Yes, but **two hours** isn't much **help!**

Sure, **throw** my **generosity** back in my **face!**

You see, my father's **out of work.** I go to **school** during the **day** and **sing** here at **night** and **work** weekends as a **janitor** and my grandmother has a **horrible** disease

OK! OK! I appreciate your trying to **cheer me up!** I'll give you **another** two hour **extension!**

I see you have plans here for a **nursing home!** Then you're **not** the horrible person everyone **says** you are!

Those are the **OLD** plans for the **Varicose** Lane Nursing Home, which I just bought. These are the **NEW** plans to turn the home into the **Dicey** Gambling Casino.

Mr Ripoff, **what** makes a man think he can **buy** anything he wants, **ruin** any life he wishes and **not** be **stopped**?!?

The **same thing** that makes a man own, write, produce, direct and star in **his own** TV show **EGO!**

Well, **that's** where **we** differ! **You** have a distorted ego! **Mine** is **perfect!**

Yawnaton, this guy is **mean** and **rotten!** A real **SLEAZEBAG!**

Murk, that's an **awful** way to speak! There is **good** in everyone and it's **our** job to **find** it! So we're going to have to **hang around** that mean rotten sleazebag Ripoff **until we do!**

Do you **really** think God pays **special attention** to your work, Yawnaton?

Yes, I do! Sometimes I can't **exactly** put my finger on **why** I feel he watches over us, but I **sense** inside he does!

How is it going, kid?

Great! My first album went **gold** in **two days!**

Are you **at least** getting your **15%?**

No, Mr Ripoff says **my** 15% goes toward paying for **publicity, ads, greed, extortion.**

There's **more** to show biz than you **realized,** Billy Joel

DRESS REHEARSAL TONIGHT

Ripoff, I've been going over **your books.** You pay your help **$1.00** an hour. That's **illegal!**

They **have** to be paid **illegally,** you fool! They're **illegal aliens!**

Big problems, Yawnaton! I'm supposed to be on TV tomorrow and I don't have any **costumes!**

Wow! That's a **miracle!**

I'm not so **sure** about that! A big suitcase **full** of costumes was just **misrouted** here, some 3,000 miles from its **intended** destination.

Not really! **Airlines** do stuff like that **all the time!**

These are **great** costumes! I just wish they had something for a **boy!**

Cute, real cute, **Boss!** Next week, your part is gonna be even **smaller!**

Those costumes worked for **Prince** and **Boy George!**

So far, you've made **five million** dollars from Billy Joe Bob and he's earned **$53!**

There **must** be something **wrong!** How did he come away with **that** kind of money?!

You know, if Billy Joe ever **got out** of his contract, you'd be in **big trouble!**

OK, how about clause 1,432 "This contract can be **cancelled** by Billy Joe, without penalty during an **elephant stampede** on **Thursdays** at **1 PM**"

You made a **slip!** Well... actually I made a **slip,** 13 panels back See for yourself Call it a **miracle!**

Go ahead, **try** and find a **loophole!**

How'd **that** get in there?!?

Well, I can't **worry** about **a stupid clause** like **that!**

GOOD AFTERNOON, IT'S THURSDAY, 1 PM

Not only are you **flat,** Mr. Ripoff, but you're **flat broke!** Now the **shoe** is on the other **foot! A fool** and his **money** are soon **parted!** Let **he** who is without **sin...**

HELP! HELP!

Don't **worry,** The elephants won't **come back!**

I didn't mind the **elephants!** It's this **lunatic** and his **sickening clichés!** I think I'm gonna **barf!**

OK kid, you're **out** of your contract. **All** the money you made is **yours.** And **somehow** the **IRS** got hold of my books. I'm **broke** and without a **job.**

What? After the way **I treated** you?!?

Oh **no!** Another **convert! HELP!**

You can come work for **me!**

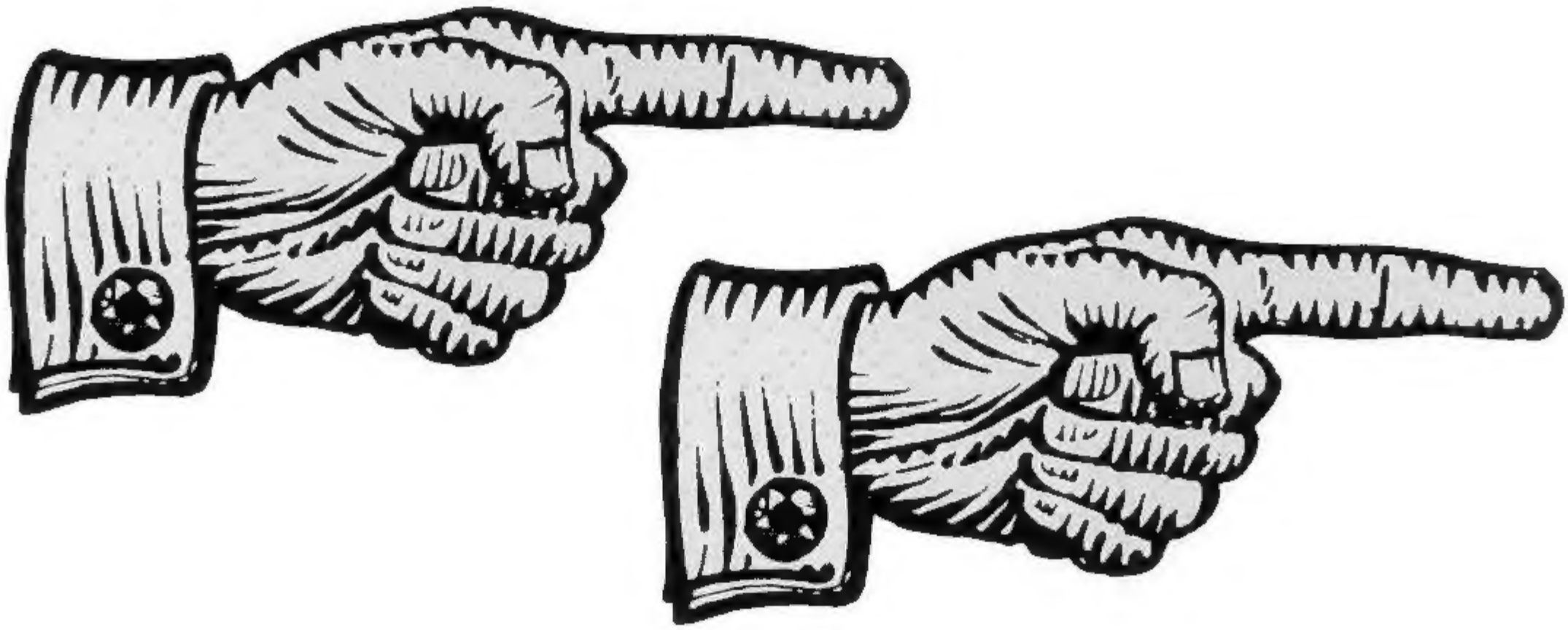
I say, "**Forgive** and forget"... "**Turn** the other **cheek**"... "**He** who is without **mercy**.. "

Where to **next,** Yawnaton?

The **Boss** just gave me the address of **another creep** who's **exploiting** the **problems** of people for **profit.**

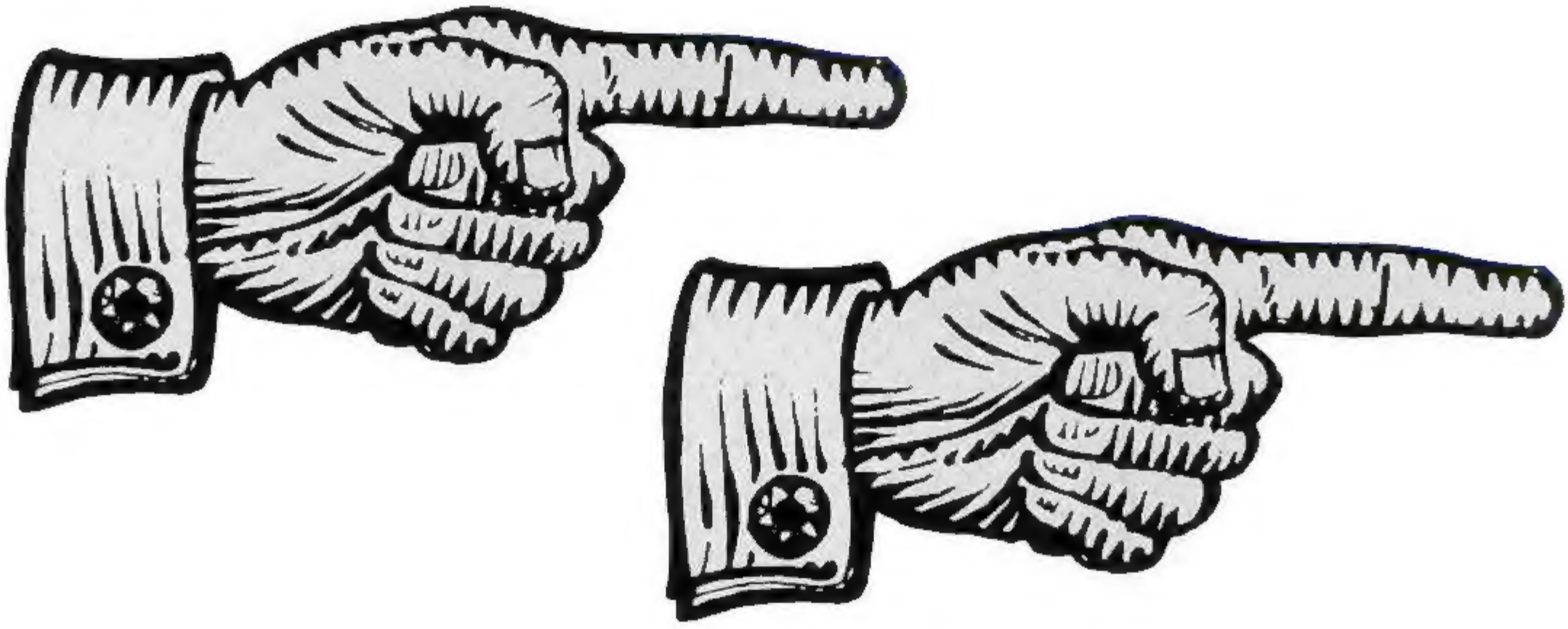
But Yawnaton, this **is YOUR address!**

THE END



Nothing to see here!

Please skip ahead.



WHAT'S THE REALLY HOT COMMODITY IN THE WORLD TODAY?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

We all like to get in on a good deal. To find out what one of the hottest values of the day is, fold in page as shown.

FOLD PAGE OVER LIKE THIS!

A► FOLD THIS SECTION OVER LEFT ◄B FOLD BACK SO "A" MEETS "B"

MADISON CORP.
ADMAN'S PENSION ORGANIZATION
STEWART & AISLEY MONEY FUND inc.
PRIME RATE LOANS
CURRENCY EXCHANGE BUILDING
LOANS SHYLOCK AND CO.
CORONNA CREDIT LINE
DEALING IN TRIPLE A BONDS
MONEY GROWTH FUND
FINANCE CORP. OF AM
THE AAA BOND Service Co. 4 Pine St.
$ $ $
THE MONEY FACTORY
FOREIGN EXCHANGE MARK-YEN-LIRA POUND-FRANC LUCKY BUCK
Buy TAX LOSS Bonds at 3 WALL ST.
STOCKS, BONDS, Securities 8 Broad St.
INVESTMENTS SLEEZE & GRUMM BROKERS
WORLD FINANCE CENTER
CREDIT LINES & loans at I. MILKEM DRY & CO.
Jaffee

WRITER AND ARTIST:
AL JAFFEE

REAL WHEELER DEALERS DON'T BLINDLY INVEST IN STOCK CONCERNS. THEY LOOK FOR QUICK RESULTS THROUGH EXPERT TIPOFFS AND ONLY PUT MONEY IN GET RICH QUICK RACKETS

A► ◄B

WHAT'S THE REALLY HOT COMMODITY IN THE WORLD TODAY?

FOLD PAGE OVER LIKE THIS!

A► ◄B FOLD BACK SO "A" MEETS "B"

WRITER AND ARTIST:
AL JAFFEE

ROCK CONCERT TICKETS

A►◄B

get 8 records for a penny!
when you buy 13 more at club prices!

it's like getting 21 albums for the price of 57!

BRUCE STRINGBEAN GROWN IN THE U.S.A.	EPECCH	822032
LUCIANO PAVAROTTI THE SONGS OF DOM DELUISE	LOWTOWN	686213
DURAN DURAN DURAN REDUNDANT	CRAPITOL	175588
Donald Trump EVE OF CONSTRUCTION	A&P	444444
FRANK SINATRA SHUT UP AND LISTEN	WARPED	006219
Elvis Presley STILL BURIED AFTER ALL THESE YEARS	BADCO	000006
JOE COCKER INCOHERENT MUMBLING	SWILL BROS.	845789
THE CHIMPMUNKS AND JULIO IGLESIAS *TOGETHER AT LAST*	K-SMELL	533633
SIMON AND GARFUNKEL WE HATE EACH OTHER	PATHETIC	454349
CYNDI LAUPER SHE'S SO UNTALENTED	GODFEN	850237
Ozzie Osbourne and Willie Nelson THE OZZIE NELSON TOUR	EPECCH	9143887
CHICAGO 17 *PHILLIES NOTHING*	CASIMIR	111113
JERMAINE JACKSON Living Off My Brother	CRAPITOL	878236
ZZZZZZ TOP TIRED TEXANS	A&P	606060
Bad Company and Huey Lewis And The News BAD NEWS	K-SMELL	922713
MENUDO GREATEST ZITS	BADCO	250624
TOM JONES THE SLACKS I'VE WORN	SWILL BROS.	845789
JUICE NEWTON FROM CONCENTRATE	K-SMELL	752788
HENRY MANCINI Slow Boring Songs	LOWTON	537888
CULTURE CLUB SANDWICH *DO YOU REALLY WANT TO EAT ME?*	GODFEN	462910
THE BLEACH BOYS HELP ME LAUNDER	LOWTOWN	622282
GEORGE STEINBRENNER *I OWN THE WORLD*	EPECCH	881929
Lionel Itchie THE RASH OF LOVE	CRAPITOL	353586
TWISTED SISTER *LOUD UNTALENTED GUYS*	SWILL BROS.	135791
WILLY NELSON Old And Scuzzy	GODFEN	821420
DIONNE AIRWICK *LOVE STINKS*	WARPED	887654
A C /DC P.U./N.G.	BADCO	246800
JESSE HELMS THE WHITE ALBUM	PATHETIC	222122
JERRY MATHERS SATURDAY NIGHT BEAVER	A&P	138901
TEARS FOR BEERS EVERYBODY WANTS TO BREW THE WORLD	WARPED	457023

HERE'S HOW TO JOIN! First, lock yourself in your room. That way no one will be able to tell you how bad record clubs are and talk you out of becoming a member. Next, choose any 8 selections from the list of forgettable albums on this page and send us a check or money order for one measly penny (Do *NOT* send cash). In exchange, we will force you to buy 13 more bad-selling records or tapes at regular club prices which are currently $19.98 to $99.98*—plus shipping and mishandling.

IT'S EASY AND FUN! Every month we choose a record which no one has ordered in the last decade to be our "selection of the month." If you want the "selection of the month," do nothing. It will be sent to you automatically. If you *don't* want the "selection of the month," too bad! We'll send it to you anyway and you'll have to go through the trouble and expense of returning it. When we receive it we'll make it our *next* "selection of the month" and send it back to you—and we'll continue doing this until you finally break down and buy it!

EXCITING "MEMBERS ONLY" BENEFITS! Join now and we'll send you our exclusive club newsletter jam packed with threats of the legal action we will take should you fail to fulfill your enrollment agreement. You'll also get these other exciting benefits: Hassles with the post office... Years of aggravation and inconvenience... Bewilderment as to why you ever *became* a music fan!

AND HERE'S A SPECIAL BONUS! No matter what you've read in this ad so far, you'll be required to buy at least 8 more albums than we've led you to believe. *8 albums!*

FREE 10 DAY NO-RISK OFFER! Actually, there is no free 10 day no-risk offer, but we wanted those words to appear on this somewhere.

JUST IMAGINE! Records you could buy much cheaper in any store, shipped right to your front door in damaged condition. What could be more convenient? *Join Today!*

*Records and tapes that are playable on audio equipment sold in the United States may cost more. We hope you don't read this. That's why it's in such small print at the bottom of the page.

The Integrity Record Club
33⅓ Stylus Ave.
Turntable, IN 04578

Yes! I'm a glutton for punishment. Please accept my membership in the Integrity Record Club. I agree to the confusing terms outlined in this ad and will buy as many records as you want me to for as long as I live. I am fully aware that I am trapped and will never ever get out of this club. *I am your slave.*

My Main Musical Interest Is:
- ☐ Danish Funeral Marches
- ☐ Songs Heard In Elevators
- ☐ Game Show Themes
- ☐ Beer Jingles
- ☐ Midget Opera

INDICATE YOUR SELECTIONS HERE:

Name _____

Address _____

City _____

State _____ **Zip** _____

WRITERS: CHARLIE KADAU & JOE RAIOLA PHOTO: IRVING SCHILD